



APPENDIX 7

Salem Climate Action Plan Outreach and Engagement Summary

November 2021

Introduction

Gathering perspectives and expertise from the Salem community was an essential part of creating a climate action plan tailored to the unique needs of the community. One of the key goals of the planning process was to develop climate action strategies and outcomes that advance equity in decision-making processes and overcome disparities within Salem. Engaging the Salem community is critical to achieving this goal. The City sought to conduct an open process in which all members of the community had opportunities to share their feedback throughout the development of the plan.

Due to COVID-19-related social gathering restrictions, much of the community engagement was conducted online, and additional efforts were made to engage those who did not have access to online opportunities. All virtual meetings were live streamed on the City's YouTube channel and recorded and posted on the project website for future viewing. Members of the Task Force were asked to also assist in outreach and share information with their networks.

The process of developing the Climate Action Plan was informed by three primary stakeholder groups.

Climate Action Plan Task Force

The Climate Action Plan Task Force consisted of a cross-section of community stakeholders representing sectors such as transportation, environmental advocacy, economic development, energy, education, communities of color, food supply, public health, homebuilders, and others. Thirty-three community representatives were chosen through a stakeholder mapping exercise and invited to serve on the Task Force by the Mayor. Three councilors also served on the Task Force: Councilor Andersen, Councilor Gonzalez, and Councilor Nordyke. The group met for six workshops (Figure 1).

Members of the Public

Throughout the Salem Climate Action Plan development process, the public provided input through online activities, community meetings, surveys, and by commenting on the draft plan. Public input from each phase of the process framed the next phase — feedback from the public was discussed by the project team and incorporated into the visioning, vulnerability assessment, strategy development phase, and finalization of the plan.

City Staff Advisors

City staff with subject matter expertise in various areas relating to the Climate Action Plan advised the project team. They participated in staff advisory group meetings and were available for advising on the City’s previous work, particular subject matter areas, strategy development, and implementation planning.

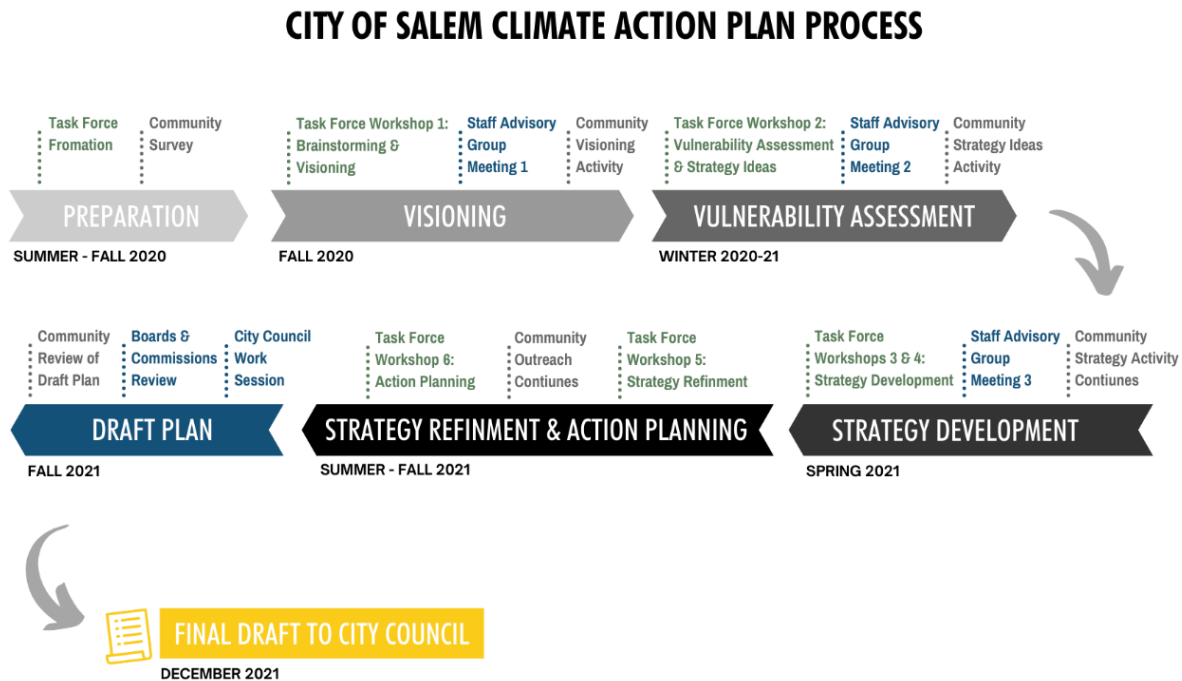


Figure 1: City of Salem Climate Action Plan process.

Salem Climate Action Plan Engagement Website

The project team used an online platform, EngagementHQ, to increase public engagement. The platform supported the use of a project outreach website, SalemClimateActionPlan.com, and provided a variety of tools that allowed community members to submit ideas, interact with one another, and to stay updated on the project progress through website updates and email notifications. The engagement website supplemented the project information available on the City’s main website and served as a centralized hub for the public to learn about the project and share feedback. As the planning process progressed, the website was updated with relevant interactive activities and information from each phase of the project.

The site required registration to comment or participate in some activities. Public surveys were available on the site without registration. Information collected at registration included email address, username, password, and high-level demographic data (gender identity and race/ethnicity). The vendor for the engagement platform has found that registration is not generally a barrier to participation, but the project team was aware that some members of the public did not want to provide even basic personal information due to privacy concerns or other factors. Those participants were offered the option to call or email to share their input.

Website Engagement Activities

The table below summarizes the public activities available at the different stages of the project.

Title	Purpose	Date	Engaged Visitors*	Contributions**
Initial Community Survey	Understand community views on climate change, Salem characteristics, and plan process	October 21, 2021 to November 4, 2021	499	499
Envisioning a Resilient Salem	Identify a vision for a resilient Salem of 2050 and visionary ideas to become a carbon-neutral city	November 20, 2021 to December 11, 2021	44	221
Strategy Idea Brainstorming	Collect ideas for potential climate action strategies and gauge support for those ideas	January 8, 2021 to February 28, 2021	207	1,517
Strategy Idea Ranking	Provide a rough indication of whether initial ideas should be included in the plan	March 12 to 28, 2021	519	519
Strategy Development Feedback	Collect additional ideas and comments on proposed strategies	June 2, 2021 to October 3, 2021	~50	~1,250
Comment and Question Form	Gather comments and questions about the draft climate action plan	October 18, 2021 to November 5, 2021	255	308

*Engaged visitors have contributed to an engagement activity.

**Contributions include survey responses, an idea being shared, and someone liking or commenting on ideas from someone else.

Table 1: Summary of online public engagement activities and participation.

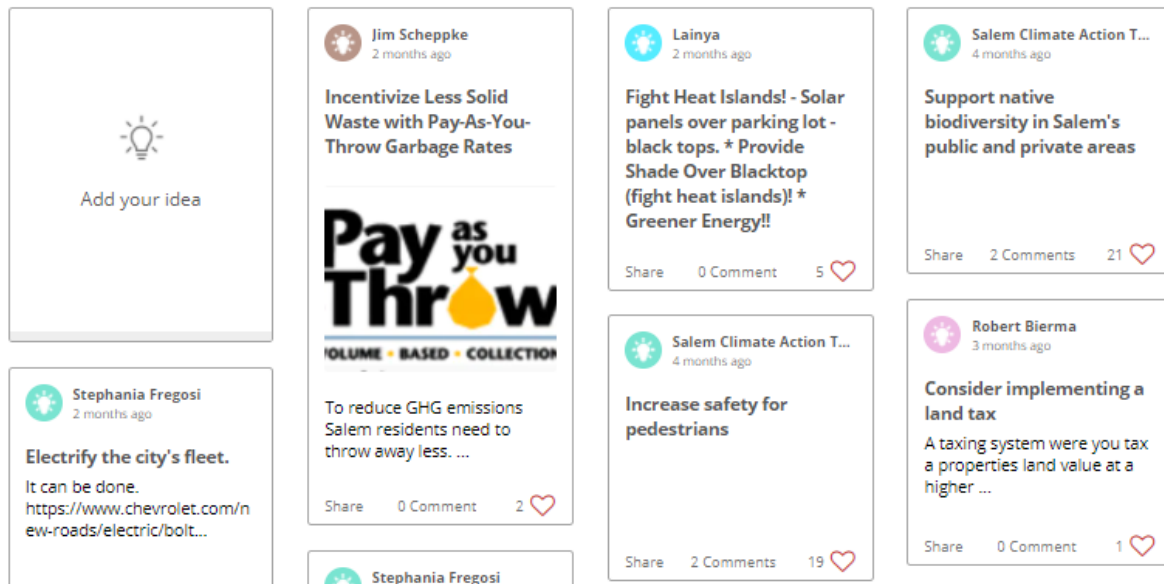


Figure 2: Interactive activity tool used to solicit community ideas and comments.

Public Review of Draft Plan

The Preliminary Draft Climate Action Plan was published in October 2021, and an online question and comment form was made available. In addition to the comment form, community members had the option to email or call the project team. After integrating community feedback, the Final Draft Climate Action Plan was published in November 2021.

Community Partnerships

An important part of the public outreach strategy was to engage those who are most impacted by climate change and are in greatest need of resources and tools to address climate impacts (i.e., frontline communities). To reach frontline communities, the project team sought to leverage relationships with community-based organizations and leaders with networks in communities that are harder to reach. Such partnerships were used to help advise on the best ways to connect with community members and provide channels through which to communicate.

Many members of the Task Force assisted the project team by sharing out information and opportunities for public engagement. This included targeted outreach to harder-to-reach segment of the community. In addition, Task Force members assisted in setting up meetings and presentations with various groups such as the Salem Keizer NAACP, Micronesian Islanders Community, Salem Leadership Foundation Community Partnership Teams, and the Salem Keizer Interfaith Network.

Outreach Activities

Outreach activities sought to inform community members, promote an understanding of the project and its purpose, and invite participation. Outreach highlighted the need for climate action, Salem’s previous relevant work, and the City’s motivation for taking on the project. Consistent efforts were made to describe the focus, timeline, and desired outcomes of the climate action plan and to invite public input. A variety of methods, tools, and channels were used to communicate with and receive feedback from the public.

In the summer of 2021, City staff ramped up outreach efforts and undertook a public engagement push to ensure that people in the community were informed about the project and aware of the opportunity to provide input.

A comprehensive listing of methods, tools, and activities is provided as follows.

Board and Commission Meetings

City staff provided presentations at the following City Boards and Commissions meetings.

Date	Audience
September 1, 2021	West Salem Redevelopment Advisory Board
September 8, 2021	Citizens Advisory Traffic Commission
September 23, 2021	Downtown Advisory Board
October 7, 2021	North Gateway Urban Renewal Advisory Board
October 14, 2021	Salem Parks and Recreation Advisory Board
November 2, 2021	Salem Planning Commission
November 10, 2021	Salem Human Rights Commission

Table 2: Board and commission meeting dates.

Community Meetings

Task Force members and City staff presented information about the project, answered questions, and encouraged public involvement at the following community meetings.

Date	Audience	Presenter
December 10, 2020	South Gateway Neighborhood Association	Councilor Nordyke, Task Force member
January 3, 2021	1 st United Methodist Church	Ken Bierly, Task Force member
January 12, 2021	North East Neighbors	Janet Lorenzen, Task Force member
January 28, 2021	Neighborhood Chairs	City staff
February 24, 2021	Marion County Solid Waste Management Advisory Council	City staff
March 4, 2021	Salem Chamber of Commerce	Councilor Nordyke, Task Force member; Tom Hoffert, Task Force member; City staff
April 22, 2021	American Association of University Women Salem Branch	City staff
June 1, 2021	Mid-Valley Association of Realtors	City staff
June 2, 2021	North Lancaster Neighborhood Association	City staff
June 7, 2021	Salem Keizer NAACP	City Staff
June 10, 2021	Faye Wright Neighborhood	City staff
June 15, 2021	Central Area Neighborhood Development Organization	City staff
June 21, 2021	West Salem Neighborhood Association	City staff
June 22, 2021	Lansing Neighborhood Association	City staff
June 24, 2021	Gen Z Forum with City Youth Outreach and Education Coordinator	City staff
June 24, 2021	Neighborhood Chairs	City staff
June 24, 2021	Gen Z Forum with City Youth Outreach and Education Coordinator	City staff
July 6, 2021	Southwest Association of Neighbors	City staff
July 14, 2021	Salem Leadership Foundation Community Partnership Team: North Neighborhoods (N2)	City staff
July 14, 2021	Morningside Neighborhood Association	City staff
July 15, 2021	Sunnyslope Neighborhoods Association	City staff
July 16, 2021	Cross-Cultural Friday Night – Enlace Cross-Cultural Community Development Project	City staff
July 20, 2021	North East Salem Community Association	City staff
July 21, 2021	Salem/Keizer Interfaith Network	City staff

Table 3: Summary of community meetings.

Date	Audience	Presenter
July 22, 2021	Salem Leadership Foundation Community Partnership Team: Edgewater Partnership	City staff
August 2, 2021	Salem-Keizer NAACP	City staff
August 5, 2021	East Lancaster Neighborhood Association	City staff
August 17, 2021	Salem Leadership Foundation Community Partnership Teams: South Salem Connect	City staff
August 18, 2021	Salem Area Chamber of Commerce/SEDCOR Economic Forum	City staff
August 19, 2021	Salem Leadership Foundation Community Partnership Teams: Community and Partners of East Salem (CaPES)	City staff
August 24, 2021	Southeast Salem Neighborhood Association	City staff
August 31, 2021	350 Salem OR	City staff
September 8, 2021	South Central Association of Neighbors	City staff
September 23, 2021	Neighborhood Chairs	City staff
November 4, 2021	Chamber of Commerce Policy Forum	Task Force Councilors and City staff

Continuation of Table 3: Summary of community meetings.

Community Events

At each of the following events, the City staffed an outreach table with information about the Climate Action Plan project. City staff discussed the project with community members, answered questions, and encouraged public involvement.

Date	Event
July 9-11, 2021	Marion County Fair
July 16-17, 2021	Mission Street Park Conservancy Plant Sale
July 20, 2021	National Night Out resource fair
August 20, 2021	Families & Children Summer Fun at the Park (at Northgate Park hosted by Hallman Neighborhood Family Council)
August 21, 2021	Micronesian Islanders Community event
September 25, 2021	Salem Saturday Market

Table 4: Community event dates.

Email Announcement

Emails were sent out through the engagement platform to registrants and subscribers to alert them of new content and to bring participants back to the site for each phase of the planning process. This feature was also used to send out periodic updates. A total of 20 emails were sent over the course of the project.

Radio Announcements

In the summer of 2021, City staff prepared and sent a series of public service announcements to local radio stations. Several stations aired each announcement on a weekly basis as part of existing contracts with the City of Salem. Each announcement was aired multiple times over the course of the week. To reach a broader audience, City staff asked other local stations to share the announcements in a similar manner. Each announcement included a project tagline, “Get Ready, Salem!”, a topical message related to climate change mitigation or adaptation, and a call to action to visit the project engagement website to share ideas. Twelve announcements were sent to each of the following radio stations.

- KBZY 1490 AM
- KMUZ Community Radio 100.7 & 88.5 FM
- KMWV Community Radio 98.3 FM
- KRYP El Rey 91.3 FM (Spanish-speaking radio station)
- KTUP Radio Poder 98.3 FM (Spanish-speaking radio station)

In the earlier phases of the project prior to the summer of 2021, several announcements were sent to KBZY and KMUZ Community Radio to advertise online engagement opportunities.

Radio Interviews

Task Force members and City staff had the opportunity to participate in radio interviews about the Climate Action Plan project.

Date	Radio Station	Interviewee
November 3, 2020	KMUZ Community Radio: Willamette Wake Up - Elephant in the Room	Casey Kopcho, Task Force member
December 1, 2020	KMUZ Community Radio: Willamette Wake Up - Elephant in the Room	Councilor Nordyke, Task Force member
March 18, 2021	KBZY: The Morning Team with Bob Buck	City staff
June 10, 2021	KMWV Community Radio: In Case You Missed It – With Salem Reporter	City staff
July 15, 2021	KBZY: The Morning Team with Bob Buck	City staff
August 3, 2021	KMUZ Community Radio: Willamette Wake Up - Elephant in the Room	City staff

Table 4: Summary of radio interviews.

Social Media

Announcements were posted on City social media accounts throughout the project. In the summer of 2021, a regular series of announcements were posted on a weekly basis similar to the radio announcements discussed above. Twelve weekly posts were made to each of the following social media accounts.

- www.facebook.com/CityOfSalemOR
- www.facebook.com/CiudaddeSalemOregon (content posted in Spanish)
- www.twitter.com/cityofsalem

Other Print and Digital Media

The following is a list of other channels used to for project outreach.

- Article in Smoke Signals, newspaper published by the Confederated Tribes of Grand Ronde
- Announcements in Salem Connection, weekly e-newsletter from the City
- Announcements in Clean Streams Newsletter, monthly e-newsletter from the City's Clean Streams, Clear Choices Initiative

Supporting Print and Visual Communication Tools

The following is a list of supporting communications tools prepared to support outreach activities.

- Project slide decks for community presentations
- Informational handout (one-page, content in English and Spanish)
- Frontline communities survey (one-page, English and Spanish versions)
- Rack card (English and Spanish versions)
- Poster (for tabling at community events)
- Bookmark/giveaway (for tabling at community events)
- Stickers

Accessibility

As mentioned, one of the key components of the project process was equitable public engagement, meaning that all Salem community members were given the opportunity to share their input and special efforts were made to engage those who have not traditionally been involved in civic processes.

To address language barriers, outreach and engagement materials were developed in both English and Spanish when possible and there was an option to translate the engagement website using a Google Translate tool. The City used its Spanish Facebook page to post updates and invite users to access the engagement site. City staff also co-hosted a multi-lingual community meeting with the Enlace Cross-Cultural Community Development Project.

Other methods of outreach were used to provide greater accessibility and invite further input, including the options to request a hard-copy survey by mail or call City staff to share feedback.