

Equity Roundtable Meeting

Date: May 21, 2024

Time: 11 a.m. – 12:30 p.m.

Location: Hybrid (In-person and Zoom)

ATTENDEES (In person and online)

Equity Roundtable Participants

Alex, Latinos Unidos Siempre

Amador Aguilar, Enlace Cross-Cultural Community Development Project

Kaiden Armstead, McKay High School

Linder Asher, Oregon Marshallese Community Association

Lucy Escobar, Lucy Escobar Coaching and Consulting

Luke Glaze, Salem for Refugees

Jimmy Jones, Mid-Willamette Valley Community Action Agency

Kristin Kuenz-Barber, Northwest Human Services

Linda Nishioka, City Councilor Liaison

City of Salem Staff

Lisa Anderson-Ogilvie, Community Planning and Development Department

Julie Hanson, Public Works Department

Elizabeth Kennedy-Wong, City Manager's Office

Eunice Kim, Community Planning and Development Department

MEETING OVERVIEW

The focus of this meeting was the Regional Scenario Planning project that the City of Salem is working on with the City of Keizer and Marion County. The goals of the meeting were to:

- Share how Salem, Keizer, and Marion County are working together to create more sustainable transportation choices and meet the State's goals to reduce greenhouse gas emissions from transportation.
- Discuss and get input on different ways to increase transportation options and reduce emissions.
- Discuss how equity can be incorporated into the planning process and eventual implementation.

The City's new Chief Communications Officer Elizabeth Kennedy-Wong also introduced herself to the roundtable participants and talked about her new position and her vision for the future of communications at the City.

Regional Scenario Planning

Julie Hanson, Transportation Planning Manager, gave a presentation about the regional scenario planning project that the City has started, working with Keizer and Marion County. The presentation is **attached**. Julie and Eunice talked about the State rules that mandated the work as well as the planning process ahead, which includes opportunities for community engagement. The presentation was followed by questions, answers, and discussion among the Roundtable participants and City staff. The discussions are summarized below.

Group Discussion

Scenario Planning Project

- This project is happening at a regional level, a very high level. The next phase – the updating of the Salem Transportation System Plan – will be more detailed and have a more direct impact on people.
- Salem, Keizer, and Marion County will be able to make decisions for their own jurisdiction. For example, Salem could decide to prioritize bicycle infrastructure improvements, while Keizer or Marion County could decide to focus more on land use changes near transit routes.
- An advisory committee that includes councilors and elected officials from Marion County, Salem, and Keizer will make decisions at major milestones in the project. Community input will be brought to that committee, who will then consider the feedback and make decisions.
- The City should keep in mind the many different aspects and/or impacts that each decision has on the community, including underserved communities.
 - For example, if buses are turned green (e.g., electric), will this increase the cost of the buses and in turn, increase the cost to ride the bus? We do not want to push people out of the community.
 - Some people can only afford a bike. They cannot afford a helmet. It is important to think about all aspects of an issue. There are a lot of issues around bikes being stolen, as there are not enough safe places to park/store bikes.
- The biggest priority should be making transportation improvements in underserved areas before focusing on areas where people already have more choices. Not all zip codes have the same needs.
 - It is important to make up for or redress past harms in low-income areas.
 - People need affordable transportation options. People need to be able to get to work or school.
 - Buses are also a priority.
 - Charging stations are not a priority. Many people cannot afford electric cars.
 - There is concern around limiting or restricting things like parking. That could impact communities that are lower income. Rich people can find ways to work around new limits or restrictions, as they have more choices.
 - Many people are car-poor, so they carpool. If the City charges for parking downtown, people could be pushed out. Downtown would no longer be accessible to some people.
 - Improving pedestrian safety is a priority, including more crosswalks.

Community Engagement

- Community engagement that is only done online is not accessible to many people, including communities of color, lower-income residents, and immigrants. It's important to think about how to reach people who will be directly impacted by a project.
 - Paper surveys and fliers that are put up in the community are more accessible.
 - It is best to be out and about in the community. It is helpful to have City staff at pop-up events to answer questions.
- People who are at risk of being homeless or are homeless want to know what a project means to them. Greenhouse gas emissions are not on their radar.
 - The City could reach out to service providers to better understand the perspectives of people at risk of homelessness.

- Many people cannot get from point A to point B because they do not have free transportation.
- It is important to distinguish between a project that focuses on regulations versus actions.
 - Regulations are complicated and hard to explain to the community. Organizations can talk about regulations.
 - If a project is about actions, then City staff should go directly to the community for input.
 - City Councilors and neighborhood associations can understand regulations. This type of project should be brought to neighborhood associations.
 - Leaders are responsible for bringing things out to the community. This includes Councilors and neighborhood associations. They can translate the information to the community level.
- City Councilors should talk about these projects at the Council level. They are leaders, who try to connect to the community, so they can bring the issues they hear in the community back to the City or City Council.
 - City Councilors are trying to figure out ways to involve the community. They are wondering, for example, if the time of neighborhood association meetings are an issue.
 - Councilors go to neighborhood association meetings and provide updates on policies and projects, but some neighborhood associations only have four people show up. It is a big struggle to get people to attend the meetings.
- City leaders have not shown up at people's doors to tell them about different meetings and the topics discussed at the meetings.
 - The City must meet people where they are. Meeting locations must be accessible, and materials must be translated.
 - Neighborhood association chairs are not going to have the time and maybe the desire to knock on doors.
 - It would be great to bring back smaller neighborhood groups like Neighborhood Watch or emergency preparedness groups. If we had more smaller, personal groups, they could send a representative to the larger neighborhood association to represent the interests of their neighbors.
- For directly impacted communities, this is not their priority. How do we bring them in and show how this project impacts them?
 - There are lots of barriers to participation, including time of meetings and language.
- Many organizations have staff teams and board leadership with lived experiences. City staff could give surveys to organization's boards or staff and ask them to fill them out on behalf of the people they serve. The organization board/staff could indicate who they feel they are representing. These surveys could be separated out and highlighted as more than an individual response. This could be a starting place. Then the City could go out and talk to the broader community next.
 - The City should look at sporting events. That is a place where many people go.
 - The City should look at how to incentivize participation from the community.
- The City needs to hire diversity. There needs to be internal voices that understand the community.
- Suggestion was made that the City should be careful of terminology being used in translations. It is best to get feedback on the way that we are asking questions.
- Members offered to help connect City for focus groups or review of questions.
- There was a request to better understand what the City is doing now as part of outreach.

Dot Voting

Roundtable participants also voted (e.g., dot voting) on different transportation-related ideas to show what actions they thought the City should prioritize in the regional scenario planning project. A chart showing the votes is included below. The group largely agreed that the City should prioritize making transportation improvements in underserved areas before focusing on areas that already have more choices.

Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
1. Local cities should install more electric vehicle (EV) charging stations.				
••	•	•••	•	
2. The region should improve pedestrian and bicycle facilities to encourage more active transportation trips (bike, walk, bus, etc.).				
	••		•••••	
3. Having buses come often and at all hours of the day will encourage more people to ride the bus.				
		•	••••	••••
4. On- and off-street parking should be limited to encourage people to use other ways to get around besides a car.				
••	•••	••	•	
5. We should provide better transportation options to the most underserved communities before adding to those areas that already have more choices.				
				••••••••

Other Updates

- Staff followed up on a topic discussed at the March meeting. At that meeting, there was a discussion of a potential new City staff position (limited duration) that was going to split time between Community Violence Reduction and Diversity, Equity, and Inclusion (DEI). Since the last meeting, we have learned that this position is going to focus on Community Violence Reduction. The City’s internal DEI Committee is going to continue its efforts, but without this additional staff support.
- The Boards and Commissions recommendations were discussed at a Council Work Session on May 20. A report with recommendations is expected to be available in a few weeks. Staff will share it with the Equity Roundtable when it is available. Councilor Nishioka said there will likely be a lot of work needed to implement recommendations that come out of this.

NEXT MEETING

The next Equity Roundtable meeting will be **Tuesday, July 16 from 11 a.m. to 12:30 p.m.** at the Salem Public Library, 585 Liberty Street SE, Anderson Room A.

Salem-Keizer Scenario Planning

EQUITY ROUNDTABLE

May 21, 2024 | City of Salem



AGENDA

- Regional Scenario Planning
 - Background
 - Process
- Community Engagement
- Discussion, Q&A



WHY ARE WE DOING THIS PROJECT?

This scenario planning process is part of a larger effort to implement the State's new **Climate-Friendly and Equitable Communities** rules.

The State's rules aim to:

- Reduce greenhouse gas emissions from transportation
- Increase housing choices
- Create more equitable outcomes for Oregonians



WHAT IS THIS PROJECT?

- Salem, Keizer, and Marion County are working together to explore how to create **more sustainable transportation options** for you to get around the region safely and quickly
- We want to make sure that in the future **everyone has a choice** on how they get around



STATE GOALS

- **State set goals to reduce greenhouse gas emissions**
 - Response to changing climate conditions that impact our communities
 - Includes specific target for **reducing emissions from transportation for Salem-Keizer region**



TARGET FOR SALEM-KEIZER REGION

Greenhouse gas reduction target

- Measured against 2005 per capita Vehicle Miles Traveled (VMT)



2040	-20%
2041	-21%
2042	-22%
2043	-23%
2044	-24%
2045	-25%
2046	-26%
2047	-27%
2048	-28%
2049	-29%
2050	-30%

PROCESS: TESTING LEVERS

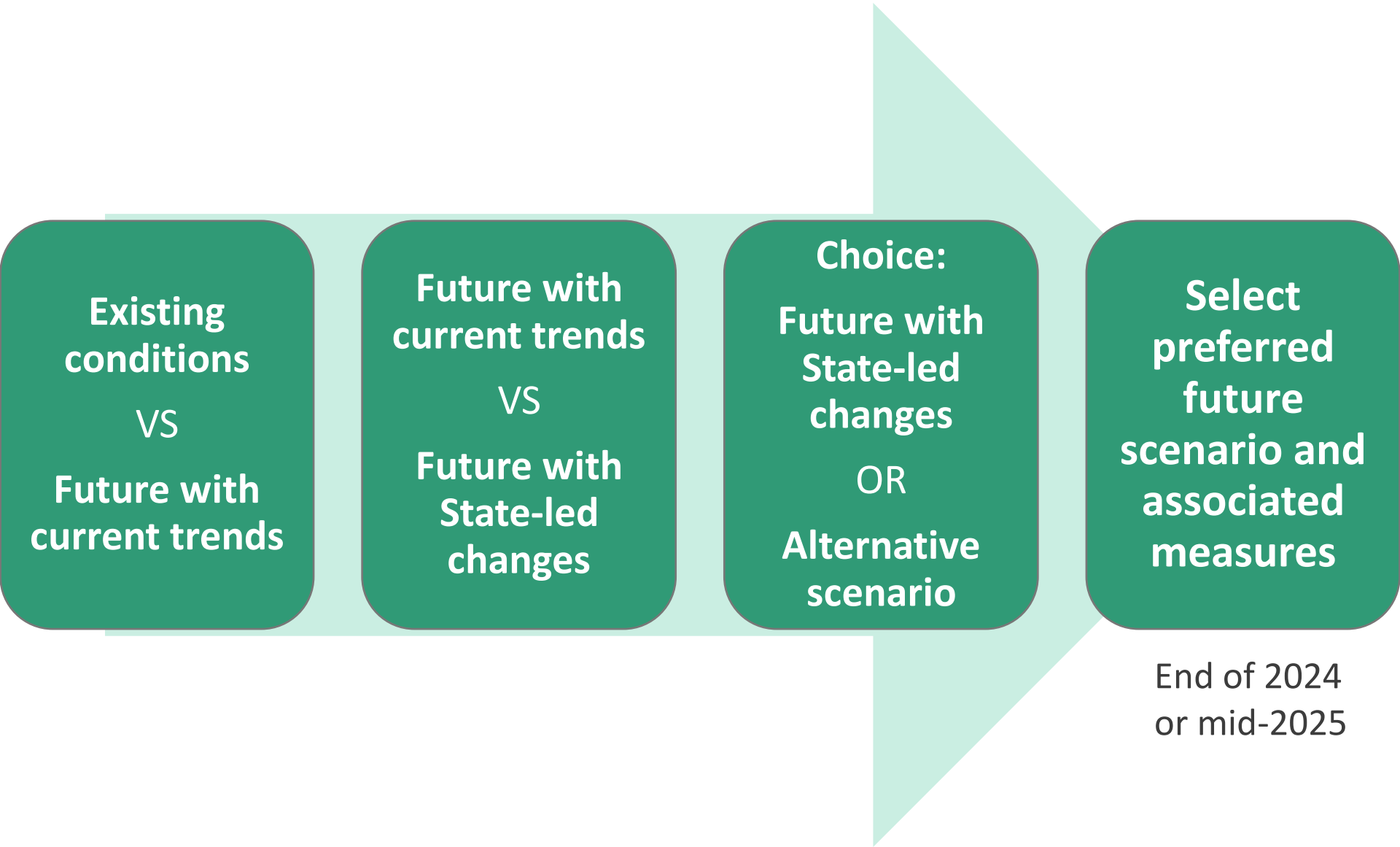
How do **transportation and land use changes** impact future greenhouse gas emissions from vehicles?

Example levers:

- Increase transit ridership
- Increase active transportation (bike/ped)
- Pricing – Parking? Congestion? Gas Tax?
- Electric Vehicle Incentives
- Remote Work Options
- Land Use

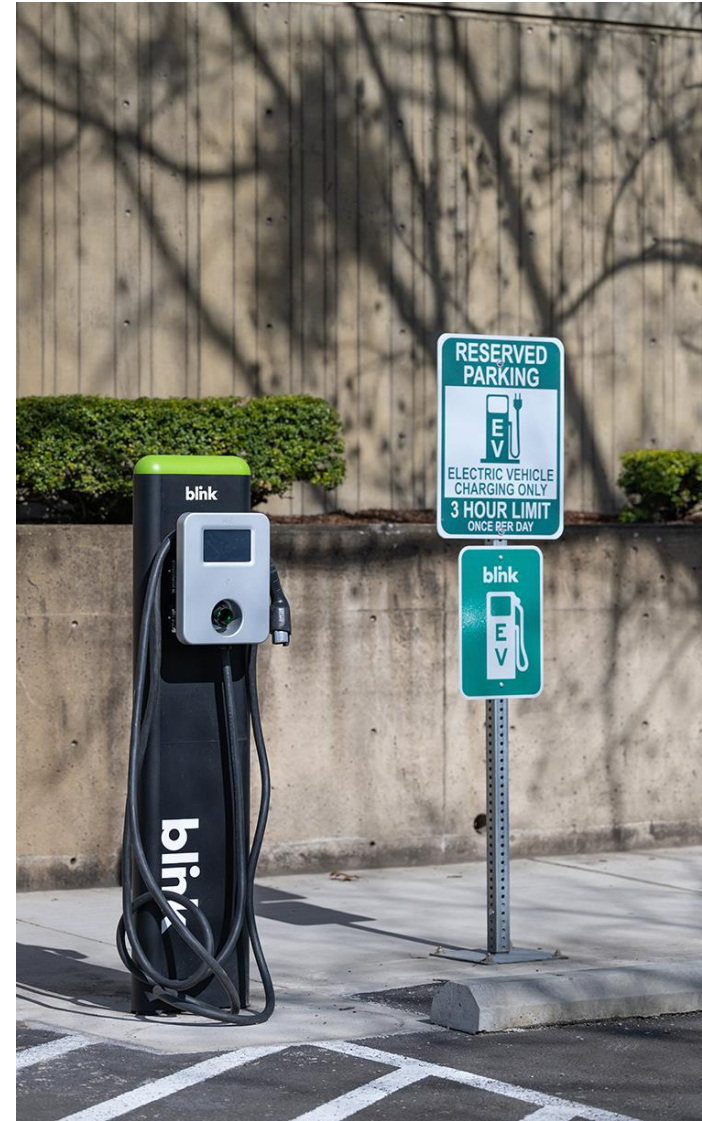


PROCESS: COMPARING DIFFERENT FUTURES



OUTCOMES

- **Preferred regional scenario:** Must meet the established GHG reduction target
 - Local jurisdictions are responsible for submitting to State for approval to comply with State rules
- **Performance measures and targets:** Must track progress towards the emissions reduction target
- **Incorporate into plans:** Jurisdictions must amend TSP/Comp Plan to incorporate



COMMUNITY ENGAGEMENT GOALS

- Share information and gather input on needs and issues
- Build awareness and understanding about the planning process and goals
- Ensure to engage traditionally underserved populations, especially those disproportionately harmed by past land use and transportation decisions
- Strengthen and build relationships with the community



COMMUNITY ENGAGEMENT

Spring 2024: Introduce the Project

- Ask for input on how region can meet climate goals and reduce emissions

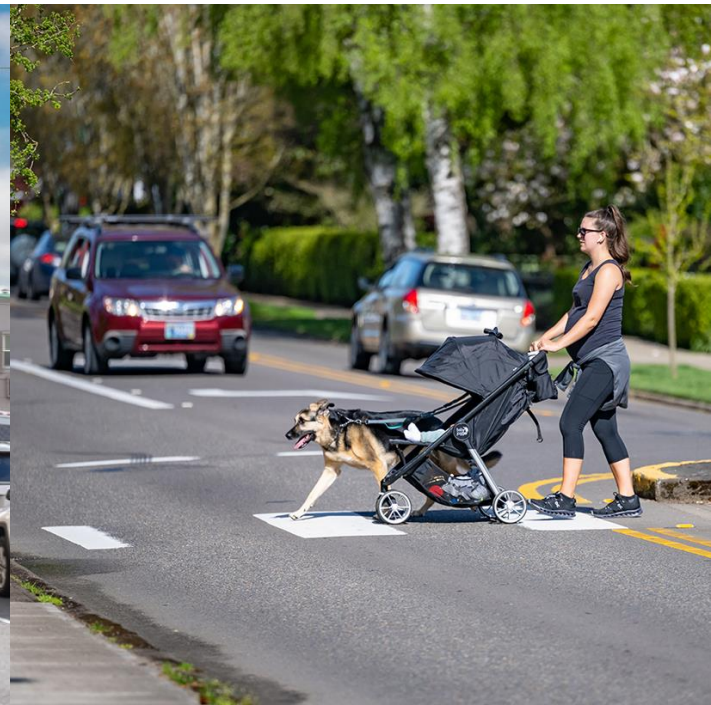
Fall 2024*: Introduce Preferred Future Scenario

- Ask for feedback on preferred future scenario, including policies and strategies

** Round #2 could shift to Winter if additional scenarios are tested*

TAKE THE FULL SURVEY AND SHARE IT

WWW.SKSCENARIOPLANNING.COM

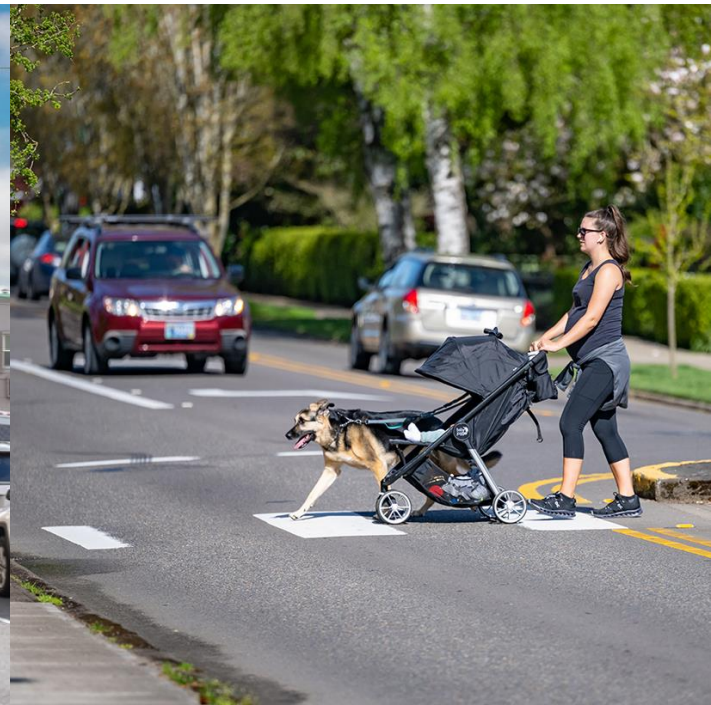


**OPEN HOUSE: WEDNESDAY, MAY 29
4 TO 6 P.M.
COURTHOUSE SQUARE BUILDING
555 COURT ST NE, SALEM - 1ST FLOOR**

www.cityofsalem.net/salem-in-motion



DISCUSSION / QUESTIONS



PROJECT CONTACTS

ODOT-DLCD and the consultant team are jointly leading this effort in coordination with local jurisdiction staff.

Your main contacts are:

Julie Hanson	City of Salem	jhanson@cityofsalem.net
Eunice Kim	City of Salem	ekim@cityofsalem.net
Shane Witham	City of Keizer	withams@keizer.org
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Ted Stonecliffe	Cherriots	ted.stonecliffe@cherriots.org



THANK YOU

