

City of Salem Councilor Orientation



8/14/2024

Good
Governance



Strong & Diverse
Economy



Safe
Community



Safe, Reliable &
Efficient Infrastructure



Welcoming and
Livable Community



Natural Environment
Stewardship



Community Services

Administration

Scott Archer

Deputy City Manager

Email: sarcher@cityofsalem.net

Phone: 503-588-6247



ORGANIZATIONAL CHART COMMUNITY SERVICES DEPARTMENT

BOARDS & COMMISSIONS

SALEM PARKS & RECREATION ADVISORY BOARD
SALEM PUBLIC ART COMMISSION
SALEM PUBLIC LIBRARY ADVISORY BOARD
CULTURAL TOURISM PROMOTION ADVISORY BOARD
CENTER 50+ ADVISORY BOARD
SALEM HUMAN RIGHTS COMMISSION
COMMUNITY POLICE REVIEW BOARD

DEPUTY CITY MANAGER

SCOTT
ARCHER

FRIENDS & FOUNDATIONS

FRIENDS OF CENTER 50+
FRIENDS OF SALEM PUBLIC LIBRARY
SALEM PUBLIC LIBRARY FOUNDATION
SALEM PARKS FOUNDATION
FRIENDS OF PIONEER CEMETERY
MISSION STREET PARKS CONSERVANCY
MINTO BROWN PARK PATROL

LIBRARY

BRIDGET ESQUEDA

- Main Library
- West Salem Branch
- Events & Activities
- Literacy
- Outreach
- Loucks Auditorium

PARKS & RECREATION

JENNIFER KELLAR

- Parks Operations
- Natural Resources
- Urban Forestry
- Planning
- Recreation & Sports
- Gerry Franks/Rotary Amphitheater
- Community Gardens

CENTER 50+

MARILYN DAILY

- Community Center
- Senior Services
- Health & Fitness
- Lifelong Learning
- Wellness-on-Wheels
- Outreach
- Travel

HUMAN RIGHTS UNSHELTERED

GRETCHEN BENNETT

- Homeless Liaison
- Human Rights Liaison
- CPRB Liaison
- ADA/Title VI Coordinator
- Opioid Prevention

NEIGHBORHOOD SERVICES

IRMA COLEMAN

- Neighborhood Association Coordination
- Viva Salem Coordinator
- Spanish Language Outreach
- Events and Tabling

CULTURAL TOURISM & CS FINANCIAL OPS

CHRIS NEIDER

- CS Budget
- Transient Occupancy Tax Fund Manager
- CTPAB Liaison
- TOT Grant Programs & Events

Budget - Expenditures

Community Service Department Budgeted Expenditures FY 2025

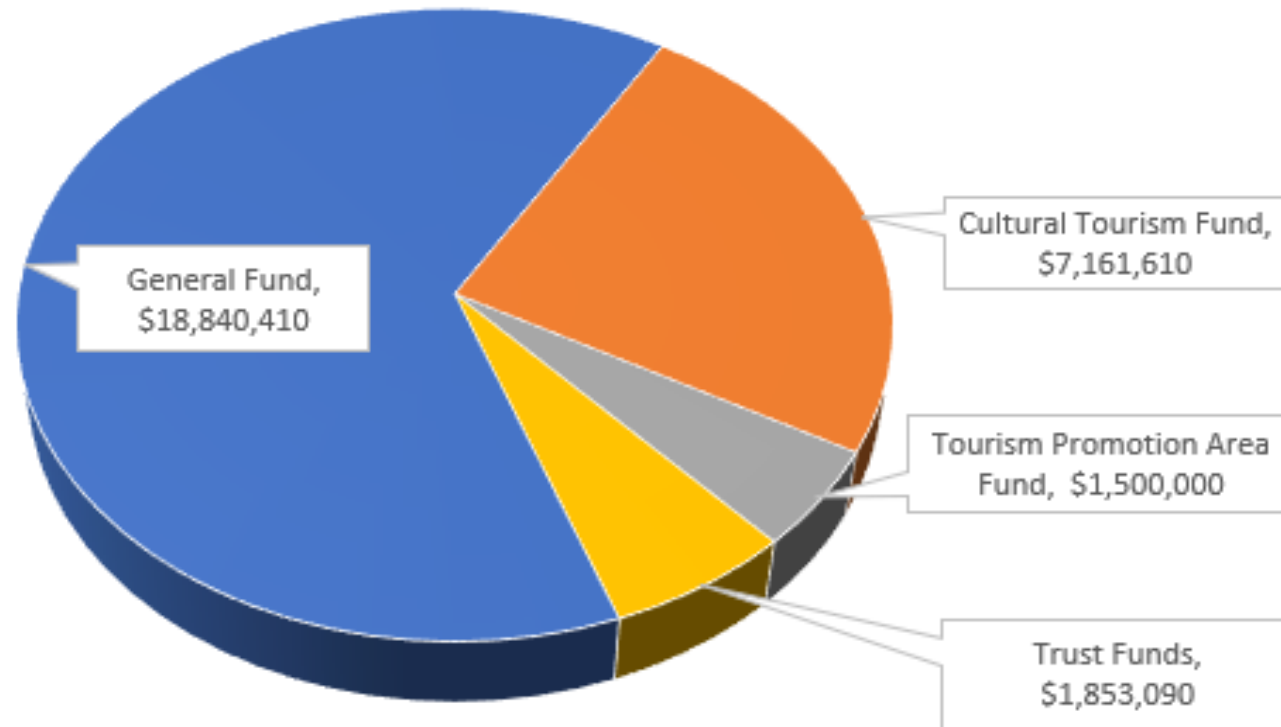
FY 2025 Budgeted Expenditures: \$29.4 M

General Fund - \$18.8 M

\$8.4 M - Parks
\$5.7 M - Library
\$1.8 M - Center 50+
\$1.5 M - Recreation
\$1.4 M - CS Admin

Other Funds

Cultural and Tourism Fund
Tourism Promotion Area
Trust Funds



Community Services

Homelessness and Human Rights

Gretchen Bennett
Manager

Email: gbennett@cityofsalem.net

Phone: 503-589-2077

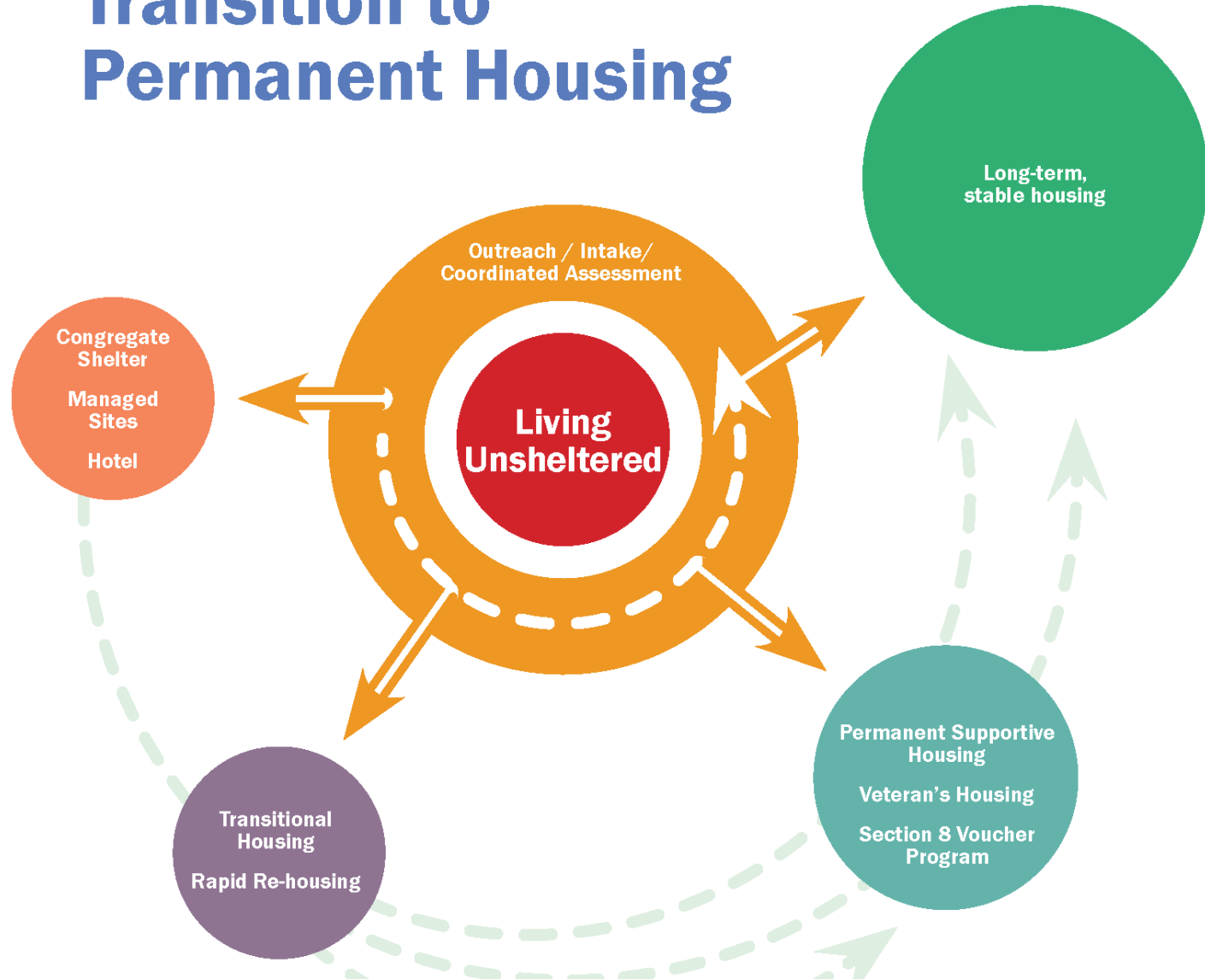


- 419 unsheltered people exit emergency shelter for better destination
- 23 tons of trash removed monthly



Transition to Permanent Housing

Welcoming and Livable Community



Homelessness

Welcoming and
Livable Community



Current Work:

- ❖ Information and referral – Salem Housing Authority Outreach Team and community partners
- ❖ Safety, information and referral with Salem Police Homeless Services Team



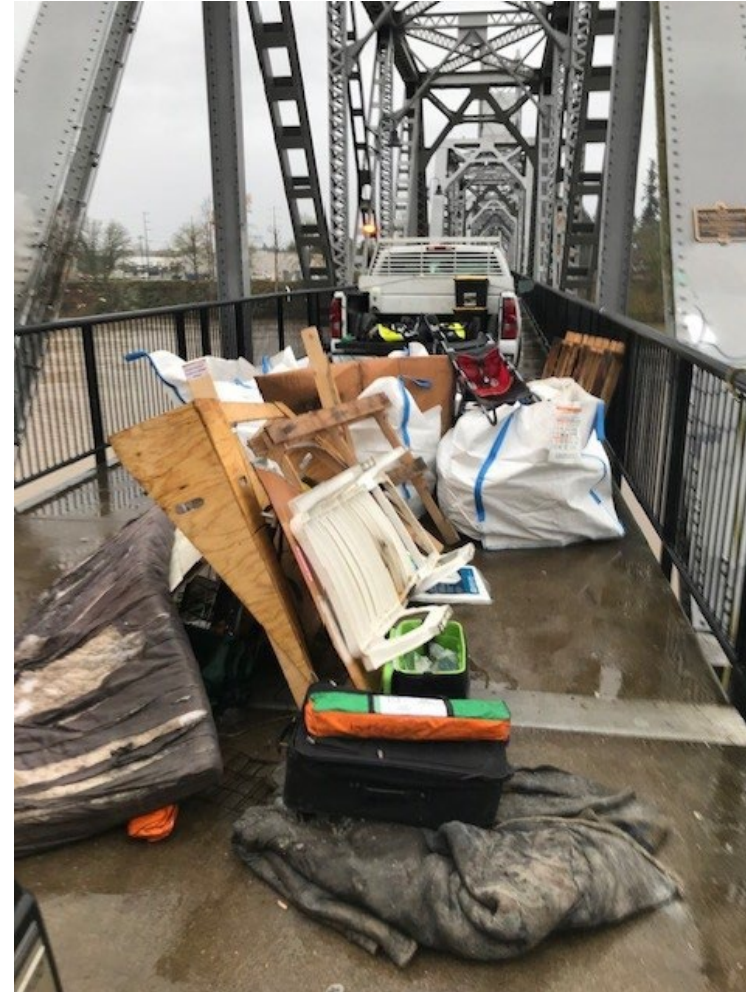
Homelessness

Welcoming and
Livable Community



Current Work *continued*:

- ❖ Online complaint portal
- ❖ Complaint response
- ❖ Trash removal



Homelessness

Welcoming and
Livable Community



Communication:

- ❖ Weekly shelter update
- ❖ Comprehensive web information
- ❖ Neighborhood and community presentations



Human Rights

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Current Work:

- ❖ Americans with Disabilities Act
- ❖ Civil Rights Act, Title VI
- ❖ Community Police Review Board
- ❖ Opioid Settlement



Human Rights

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- ❖ Human Rights Commission
 - LGBTQIA+ Committee
 - Community Engagement
 - Salem Speaks Up! Planning
 - Process Committee
- ❖ Sister City: Kawagoe, Japan



Community Services

Center 50+

Marilyn Daily Manager

Email: mdaily@cityofsalem.net

Phone: 503-588-6303 x6349



- 13,000 Center 50+ building patrons
- 600+ daily attendance
- 8,160 annual Wellness on Wheels recipients
- **70,860 volunteer hours**



Center 50+

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Livable Community



Strategic Goals:

- ❖ Center stability and vitality
- ❖ Partnering to maximize resources
- ❖ Cutting-edge programming
- ❖ Senior leadership – peers leading peers



Center 50+

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Objectives:

- ❖ Combat isolation
- ❖ Promote age-friendly community
- ❖ Provide practical information for older adults
- ❖ Facilitate purpose and lifetime engagement



Center 50+

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Livable Community



Objectives:

- ❖ Intergenerational programs
- ❖ ‘Upstream Healthcare’ for retirees and future retirees



Community Services

Cultural Tourism

Chris Neider

Manager

Email: cneider@cityofsalem.net

Phone: 503-540-2361



- 50 grants awarded in FY2025



Cultural Tourism

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Governance:

- ❖ Cultural Tourism Promotion Advisory Board
- ❖ City Charter Section 56
- ❖ Salem Revised Code 16 and 37
- ❖ Process structure



Cultural Tourism

Welcoming and
Livable Community



Funding:

- ❖ Transient Occupancy Tax
 - What is it and who pays?
 - Annual amount and how is it used?



Community Services

Library

Bridget Esqueda

City Librarian

Email:

besqueda@cityofsalem.net

Phone: 503-588-6084



- 315,067 attendance last year
- 500 programs, events, outreaches
- Circulate 1M items in FY2024



Library

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Livable Community



Lifelong learning and enrichment:

- ❖ Books
- ❖ Computers
- ❖ Online databases
- ❖ More



Library

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Resources and experiences:

- ❖ Library of Things
- ❖ Culture Pass
- ❖ Pop-up Library
- ❖ Read while you wait
- ❖ Kits and totes
- ❖ More



Library

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Community Programs and Events:

- ❖ Multilingual storytimes
- ❖ Educational workshops
- ❖ Cultural events
- ❖ Summer reading
- ❖ More



Library

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Reference and Research Help:

- ❖ Genealogical
- ❖ Technical assistance
- ❖ Resource finding



Library

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Safe and Inclusive Space for All:

- ❖ Teen Space
- ❖ Discovery Room
- ❖ Tiny Tot Area
- ❖ Children's Corner
- ❖ Quiet spaces



Library

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Community 'Third Space':

- ❖ Meeting rooms
- ❖ Auditorium
- ❖ Study rooms
- ❖ More



Community Services

Neighborhood Services

Irma Coleman

Manager

Email: icoleman@cityofsalem.net

Phone: 503-540-2303

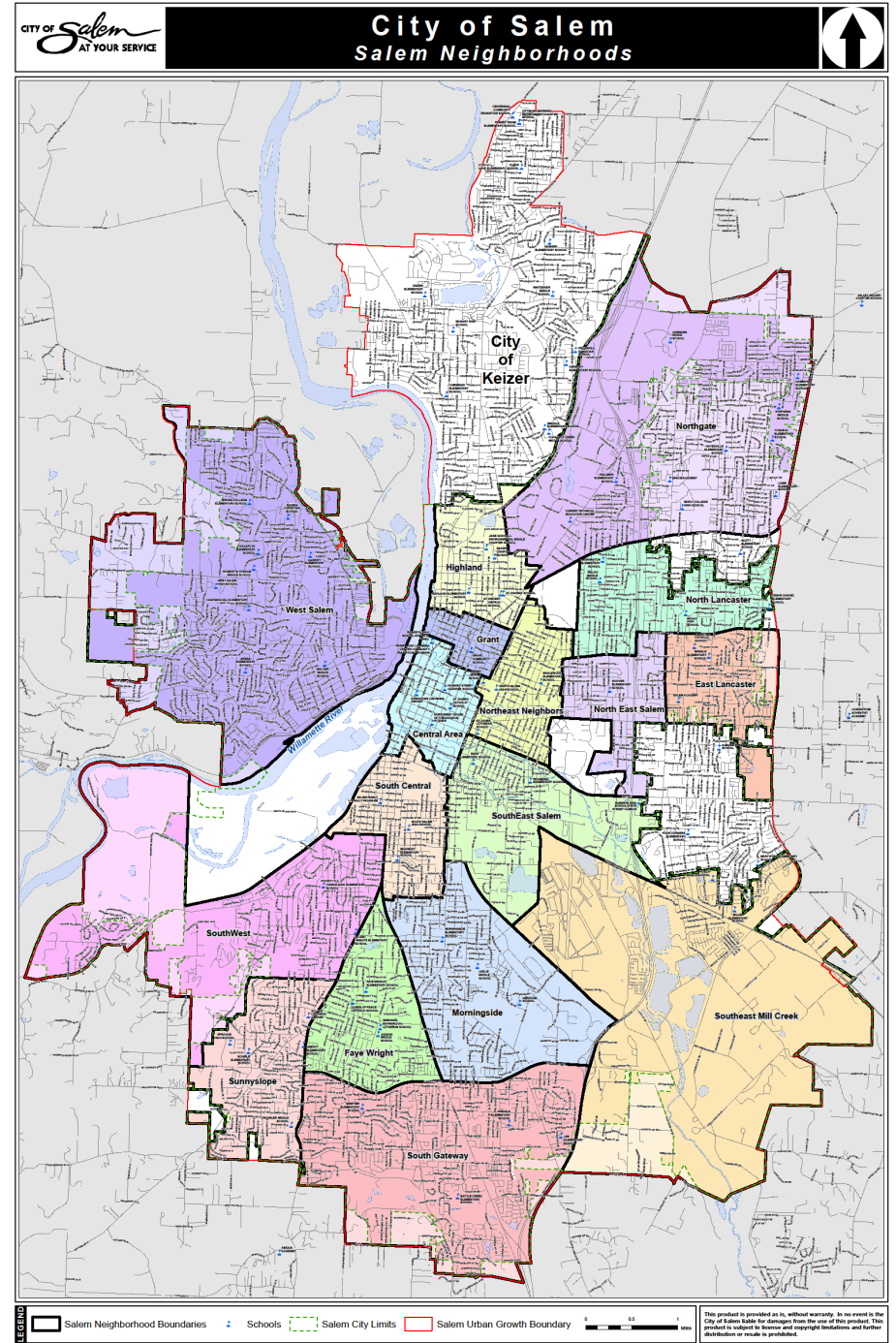


- First Neighborhood Associations in Oregon
- 17 active NAs
- Advisory to the City



Neighborhoods

17 Boards
x 10 Members
= 170 neighbors who go the extra
mile for their community



Neighborhood Services

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- ❖ Community Engagement (my favorite part)
- ❖ Information booths at 15 community events annually
- ❖ Lead coordinator of ¡Viva Salem! Spanish Language Resource Fair, Quarterly Chair Meetings



Neighborhood Services

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- ❖ Advisory on topics such as:
 - Land Use
 - Streets
 - Pedestrian Safety
 - Community Revitalization





NEIGHBORHOOD

GARAGE SALE DAY

SATURDAY, JUNE 8TH 8:00AM - 2:00 PM GRANT & HIGHLAND SALEM, OREGON

There's no complicated process or registration fee. Simply decide you want to participate, set up your sale at your own space, and you're part of the event!



Got Stuff?



Recycle it!



Welcoming and Livable Community



NEIGHBORHOOD CLEANUP

For residents of NEN and Grant Neighborhoods Only

Saturday, May 18, 2024

9 am to noon

Salem First Church of the Nazarene

1550 Market St NE

East Parking Lot on 16th St

Suggested donation: \$5/car; \$10/truck

- Large residential trash ONLY that won't fit in a garbage can.
- ACCEPTED: tires, bikes, wood furniture, metal, electronics, and some appliances
- NOT accepted: refrigerators, construction debris, toxic materials, drywall, linoleum, paint, yard waste, windows, business trash
- Free Swap area for usable unwanted items
- Bring ID or a utility bill to show that you live in the Grant or NEN neighborhood.
- Some assistance transporting items for NEN seniors and those with disabilities.
- Questions? SalemNEN@gmail.com or grantna@grantneighborhood.org

WHILE SPACE IS AVAILABLE





Welcoming and Livable Community



Community Services

Parks and Recreation

Jennifer Kellar

Manager

Email: jkellar@cityofsalem.net

Phone: 503-588-6284



Parks and Recreation

Welcoming and
Livable Community



Mission:

- ❖ As part of creating a fully actualized community, Parks and Recreation encourages, embraces and inspires all forms of recreation in parks and open spaces.



Parks and Recreation

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Current work:

Park maintenance operations

- ❖ Playground inspection program
- ❖ Volunteer Program
- ❖ Parks Ranger Program
- ❖ Court-appointed Community Service Workers Program
- ❖ Community Garden Program
- ❖ SPIF Grant Award Program



Parks and Recreation

Welcoming and
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Current work

Urban Forestry and Natural
resources

- ❖ Tree Planting
- ❖ Tree Removal
- ❖ City Tree Canopy
- ❖ Tree Preservation
- ❖ Vegetation Management



Parks and Recreation

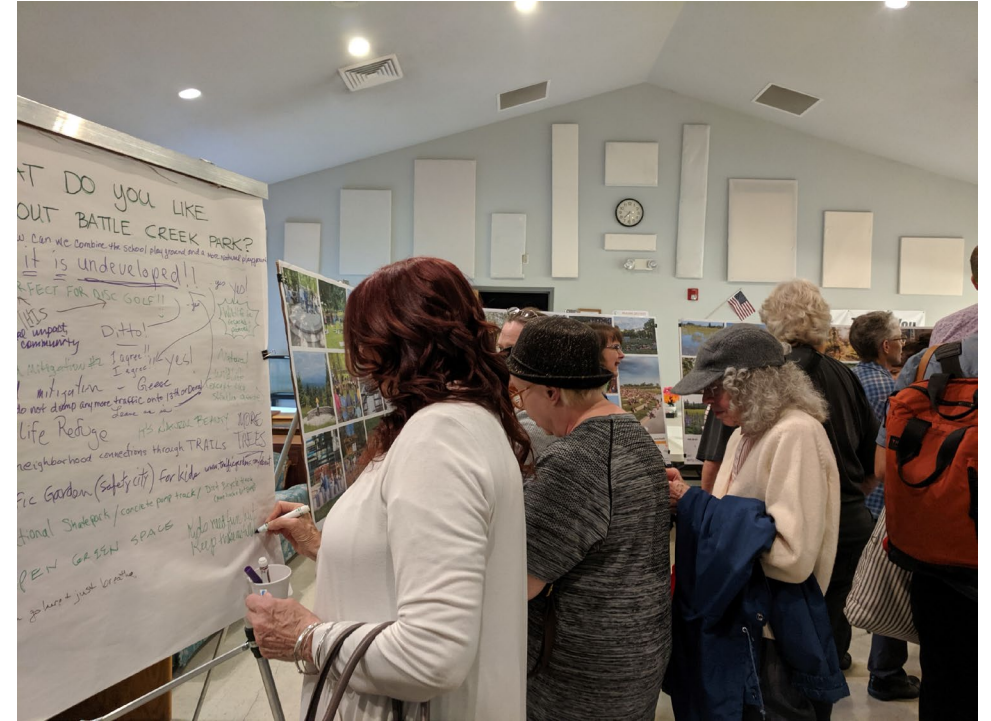
Welcoming and Livable Community



Current Work

Parks Planning:

- ❖ Salem Comprehensive Master Plan
- ❖ Parks Master Plans
- ❖ Parks Classification Categories
- ❖ Park Development



Parks and Recreation

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Current Work

Recreation Services:

- ❖ Facility Use and Event Permitting
- ❖ Softball and kickball
- ❖ Youth Recreation Camps and Sports



Parks and Recreation

Welcoming and
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Riverfront Park – Gerry Frank Rotary Amphitheater

- ❖ 44 events,
Oct-April 2024
(art, pride, cultural,
music, dance,
private events and
community events)



Community Services

Administration

Scott Archer

Deputy City Manager

Email: sarcher@cityofsalem.net

Phone: 503-588-6247

Community Services Staffing

Welcoming and Livable Community



Career Full-time Equivalent Positions

| | FY 2015 | FY 2016 | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024 | FY 2025 |
|----------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Library | 45.05 | 44.7 | 44.7 | 43.7 | 42.6 | 41.35 | 44.55 | 44.55 | 43.85 | 37.5 | 37.5 |
| Parks | 0 | 32 | 38.5 | 39 | 39 | 39 | 39 | 44 | 44 | 49 | 53 |
| Recreation | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |
| Center 50+ | 5.7 | 5.7 | 6.7 | 6.7 | 6.7 | 6.7 | 6.55 | 6.55 | 7.6 | 7.6 | 7.6 |
| Neighborhood Association Liaison | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Youth Development | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 |
| Opioid Prevention | | | | | | | | | | | 1 |
| Unsheltered/Human Rights | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Parks Planning | | | | | | | | | | 4 | 0 |
| CS Admin | | | | | | | | | | 3 | 3 |

*Realignment of staff, no new positions created/added.

TOTAL 109.1 109.1

| | | | | | | | | | | | |
|---------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| City of Salem Population | 163,175 | 166,478 | 169,627 | 172,646 | 174,365 | 175,535 | 178,171 | 177,523 | 177,432 | 177,928 | 178,106 |
|---------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|

Source: <https://www.oregon-demographics.com/salem-demographics>

Thank you.

