



OUR SALEM

# Summary of Our Salem Policy Workshops

Comprehensive Plan Policies

May 26, 2021

CITY OF *Salem*  
AT YOUR SERVICE



*CASCADIA*  
PARTNERS



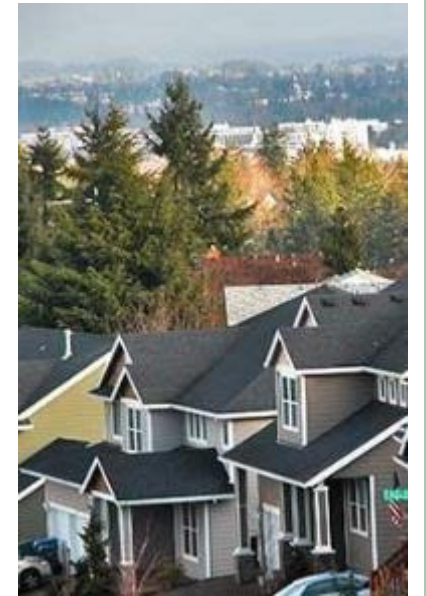


# Agenda

- Project Overview
- Important Take-Aways
- Questions
- Wrap-Up

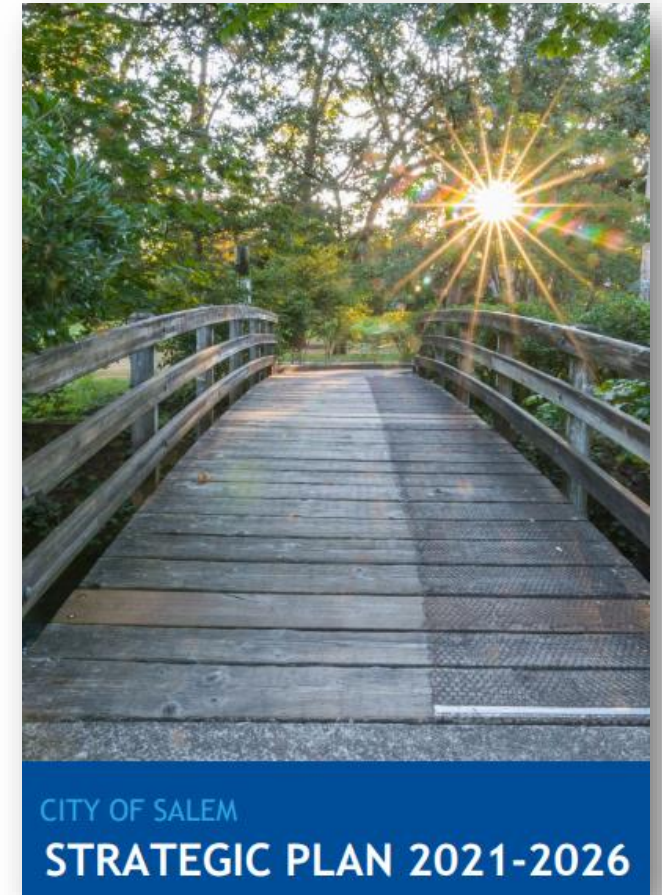
# Updating the Comprehensive Plan

- Guide future growth and development in the Salem area
- Meet community's current and future needs



# Other Planning Efforts

- **Salem Climate Action Plan**
  - Will include detailed actions to achieve climate goals
- **City of Salem Strategic Plan 2021-2026**



# Where Are We?

## City Council accepted the Vision in March

- Goals and proposed map

## Now what?

- Revise and add policies to support the vision and goals



# Vision Statement

Salem is a livable, equitable, carbon neutral city where everyone has access to affordable housing and safe mobility choices, families and local businesses are thriving, diversity and culture is celebrated, and open spaces and the environment are valued and protected.

# Weekly Policy Meetings

Every Wednesday:  
12 noon or 5:30 p.

Topic	Date
<b>Community engagement and equity</b> <i>(see pages 2-3 below)</i>	March 31
<b>Housing</b> <i>(see page 4-5 below)</i>	April 7
<b>Economic development and employment</b> <i>(see pages 6-7 below)</i>	April 14
<b>Transportation</b> <i>(see page 8 below)</i>	April 21
<b>Parks and recreation</b> <i>(see pages 9-10 below)</i>	April 28
<b>Natural resources, environment, Willamette Greenway, natural hazards, and resiliency</b> <i>(see pages 11-13 below)</i>	May 5
<b>Community and public facilities and services</b> <i>(see page 14 below)</i>	May 12
<del>Placeholder: Extra meeting to revisit or add topics if necessary</del>	May 19
<b>Summary and confirmation</b>	May 26

# Today: Summarizing Each Topic

## Outcomes from policy meetings, survey, and community meetings

- Previously-drafted policy ideas
- New policy ideas from other cities
- New ideas from the community



# Equity and Engagement



## Process and Outcome

It is important to consider equity in terms of both the decision-making process and the outcomes of decisions (including unintended consequences).

# Equity and Engagement



## Policy Ideas

- **Inclusion and Equity** – Expand opportunities for underserved and underrepresented groups to participate
- **Environmental and Social Justice** – Plans, investments, and policies spread benefits and burdens equitably
- **Culturally Appropriate Processes** – Consult with different groups to understand the best way for the City to engage

# Equity and Engagement

## Equity Lens

There is a need for equity tools and analyses that can be used across City departments to inform decision-making.



# Equity and Engagement

## Policy Ideas

- **Park Access and Equity Metrics** – Expand the range of metrics currently used to prioritize parks investments to make them more equitable
- \* Use potential for displacement as a factor when analyzing investment options and policy decisions



# Housing



## Affordability

Housing affordability is important, and incentives may be needed. It is also important to balance the need for affordability with other needs, like amenities and energy efficiency.

# Housing



## Policy Ideas

- **Regulations and Incentives** – Update periodically to reduce impacts on housing affordability
- **Green Building** – Encourage green building features, materials, and techniques
- **Density Bonuses** – Consider density bonuses as an incentive for affordable housing

# Housing



## Transit-Oriented Development

It is important to promote transit-oriented development, including housing, to help reduce greenhouse gas emissions.

# Housing



## Policy Ideas

- **Transit-Oriented Development** – Encourage pedestrian-friendly mixed-use development along corridors with frequent transit
- **Land Use and Transportation** – Facilitate changes in land use patterns and the transportation system to reduce GHGs from transportation
- **\* Support increases in transit frequency, hours of operation, and route expansion**



# Jobs and the Economy



## Equity

Economic growth should be encouraged in ways that support equitable outcomes. The City should work to ensure that people of color benefit from economic development and aren't burdened by the effects of a growing economy.

# Jobs and the Economy



## Policy Ideas

- **Training** – Support programs that help align skills with local jobs, including multilingual programs
- **Disparity Reduction** – Encourage public efforts to reduce racial, ethnic, and disability-related disparities in income and employment opportunities
- **\* Consider potential impacts on residential areas near new employment areas and mitigate negative impacts**

# Jobs and the Economy



## Existing Businesses

Continue to address the needs of existing businesses, including access and training needs.

# Jobs and the Economy



## Policy Ideas

- **Displacement** – Support programs and strategies that mitigate the involuntary displacement of existing businesses
- **Import Substitution** – Encourage local goods production and services that substitute for imports
- \* The City should cultivate relationships with local businesses, especially in communities of color to understand their needs

# Transportation



## Options

Providing a complete range of transportation options will support mobility for people with a variety of needs and preferences.

# Transportation



## Policy Ideas

- **Multiple Modes** – Promote enhancements to the transportation system that provide for the viability of multiple modes of transportation
- **Active Transportation Routes** – Develop pedestrian and bicycle-friendly alternatives to arterial and collector streets
- \* Explore ways to support transit operations and efficiency through dedicated lanes and signal priority

# Transportation

## Climate

It is important to reduce reliance on driving, as transportation is the primary source of greenhouse gas emissions in Salem.



# Transportation



## Policy Ideas

- **Single-Occupancy Vehicles** – Decrease reliance on SOVs as the dominant means of transportation
- **Transportation Demand Management** – Identify and enhance TDM programs that reduce congestion
- \* Electric vehicle charging stations should also be equipped to charge other mobility devices, like e-bikes and electric mobility chairs



# Parks and Recreation



## Resources

Prioritization of limited resources is important. Development of new parks in areas with limited access and improvements in underdeveloped parks should be the highest priorities.

# Parks and Recreation



## Policy Ideas

- **Equity** – Provide an equitable distribution of parks and prioritize park development in underserved areas
- **Reinvestment** – Reinvest in existing parks and rec facilities to enhance the quality of services
- **\* Public/private partnerships** could help to maximize the impact of resources spent on parks development and redevelopment

# Parks and Recreation



## Variety

There is a desire for variety of park types, including natural areas, spaces with playgrounds, and amenities for all ages and abilities.

# Parks and Recreation



## Policy Ideas

- **Diversity** – Provide an array of different park types and recreational facilities
- **Innovation** – Pursue new park types, such as nature parks, pocket parks, and linear parks
- **Universal Design** – Design parks and rec facilities for people of all ages and abilities

# Environment



## Natural Resources

Increase protection of Salem's natural resources, particularly waterways and riparian corridors.

# Environment



## Policy Ideas

- **Natural Resource Protection** – Protect the quality and function of Salem’s natural resources
- **Riparian Areas** – Increase protections for trees and native vegetation in riparian areas and restore degraded riparian corridors
- **Habitat Protection** – Protect habitat areas for native plants and wildlife
- **\* Reduce the use of herbicides and pesticides to help protect the quality of riparian areas**

# Environment



## Resiliency

Efforts to help Salem become more resilient to disasters and climate change are important.

# Environment



## Policy Ideas

- **Climate Change Resiliency** – Mitigate climate change impacts to protect public health, natural systems, and community resiliency
- **Seismic Upgrades** – Pursue efforts to make public and private buildings more resistant to seismic activity
- **Hazard Awareness** – Increase outreach and education for hazard awareness and disaster preparedness, especially for vulnerable populations



# Environment



## Environmental Justice

Policies should support those who are most vulnerable to or are already affected by adverse environmental conditions.

# Environment



## Policy Ideas

- **Equity** – Work to ensure equitable benefits and burdens from climate protection efforts
- \* Center environmental racism in the discussion of climate change mitigation and adaptation
- \* Addressing air quality is an equity issue, as low-income communities are more likely to live in areas with worse air quality

# Public Facilities and Services



## Drinking Water

Clean, safe drinking water should continue to be a priority.

# Public Facilities and Services



## Policy Ideas

- **Water Diversification** – Pursue source water diversification to ensure current and future water needs are met
- **Water Quality** – Ensure that water provided to Salem customers meets all water quality regulatory standards
- **Water Sources** – Coordinate with local and regional stakeholders to protect the quality of Salem’s current and planned water sources

# Public Facilities and Services



## Community Space

There is a need for community space throughout Salem for a variety of purposes.

# Public Facilities and Services



## Policy Ideas

- **Community Spaces** – Encourage businesses, schools, and organizations to provide community spaces within their facilities
- **Community Centers** – Encourage the development of more community centers distributed throughout Salem
- **Campus Community Amenities and Services** – Encourage campuses to provide amenities and services to the surrounding neighborhood

# Public Facilities and Services



## Food Access

Access to fresh food is important and can be addressed in a variety of ways.

# Public Facilities and Services



## Policy Ideas

- **Fresh Food** – Encourage development of more grocery stores, food co-ops, and community markets, particularly in areas with limited access
- **Locally Grown Food** – Promote farmers’ markets and community gardens to increase access to fresh food
- **Urban Orchards** – Support efforts to inventory, develop, and utilize Salem’s urban orchards



# Other Ideas



- **\* Internet access** – Increase availability of free public internet access in the Salem area
- **Access to childcare** - Allow child day care opportunities more broadly in the Salem area
- **\* Access to resources** – Increase access to resources for community nonprofits and small businesses, and provide support in navigating City processes and regulations

# Questions and Comments



# What's Next for Policies?



Conduct additional outreach and survey



Incorporate new ideas and feedback



Present revised policies to the community



Adopt policies along with the updated Comprehensive Plan

# Give More Input

## 1. Policy Survey

- Give feedback and add your ideas

[www.cityofsalem.net/our-salem](http://www.cityofsalem.net/our-salem)

**We want your input**

**Queremos sus sugerencias**

Please take our new survey.

Policy Survey (English)

Encuesta Política (Español)

# Give More Input

## 1. Policy Survey

- Give feedback and add your ideas

## 2. Interactive Map

- Weigh in on draft zoning map

## 3. Zoning Subcommittee

- Watch and comment in meetings



# Stay Engaged

[www.cityofsalem.net/our-salem](http://www.cityofsalem.net/our-salem)

Contact Eunice Kim at  
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