

MINUTES
Downtown Advisory Board
Thursday, September 23, 2021–12:00 P.M.
Virtual Meeting
[YouTube](#)

1. CALL TO ORDER

Call to Order and Roll Call: 12:03 PM

Roll Call: Joshua Kay-Chair; Summer Keightley; -Vice Chair; Allan Pollock; Quandary Robertson; Aaron Terpening; Jordan Truitt; Charles Weathers

Excused: Linda Nishioka; Scott McLeod; Tyson Giza; Vincenzo Meduri

Staff: Kristin Retherford, Patricia Farrell, Seth Lenaerts, Sheri Wahrgren; Rebecca Ziegler; Anita Sandoval

2. APPROVAL OF AGENDA

Motion: Move to approve the agenda for September 23, 2021, as presented.

Motion by: Board Member Terpening

Seconded by: Board Member Keighley

Action: Approved the agenda for September 23, 2021, as presented.

Vote: Aye: Unanimous **Motion PASSES**

3. APPROVAL OF MINUTES

Motion: Move to approve the Minutes from July 22, 2021, as presented

Motion by: Board Member Terpening

Seconded by: Board Member Truitt

Action: Approved the Minutes from July 22, 2021, as presented.

Vote: Aye: Unanimous **Motion PASSES**

4. ACTION ITEMS - None

5. INFORMATION REPORTS

a. Climate Action Plan Update – Patricia Farrell

Comments/Questions: Pollock, Kay, Wahrgren

b. Economic Development Strategy – Seth Lenaerts

Comments/Questions: Kay, Wahrgren

c. City-wide homeless update – Kristin Retherford

Comments/Questions: Terpening, Kay, Wahrgren

d. **Continued discussion post pandemic downtown event** – moved to a future agenda

Comments/Questions:

6. What's Happening Downtown!

a) Gray-Belle Building (Fork Forty) won a restoration award

b) Salem Center has had 10-12 purchase offers

c) JC Penney building has been purchased

d) Activity with the newly vacant TJ Maxx building

7. ADJOURN – 1:33 p.m.

Next Meeting: October 28, 2021

An aerial photograph of Salem, Oregon, showing a river, a bridge, and a park with a baseball field. The sky is blue with some clouds. The text "SALEM CLIMATE ACTION PLAN" is overlaid in large white letters.

SALEM CLIMATE ACTION PLAN

CITY OF *Salem*
AT YOUR SERVICE

City Council Goals

REDUCE SALEM'S GREENHOUSE
GAS EMISSIONS 50% FROM 2016
LEVELS BY 2035



BECOME CARBON NEUTRAL
CITY BY 2050



What is Salem's Climate Action Plan (CAP)?



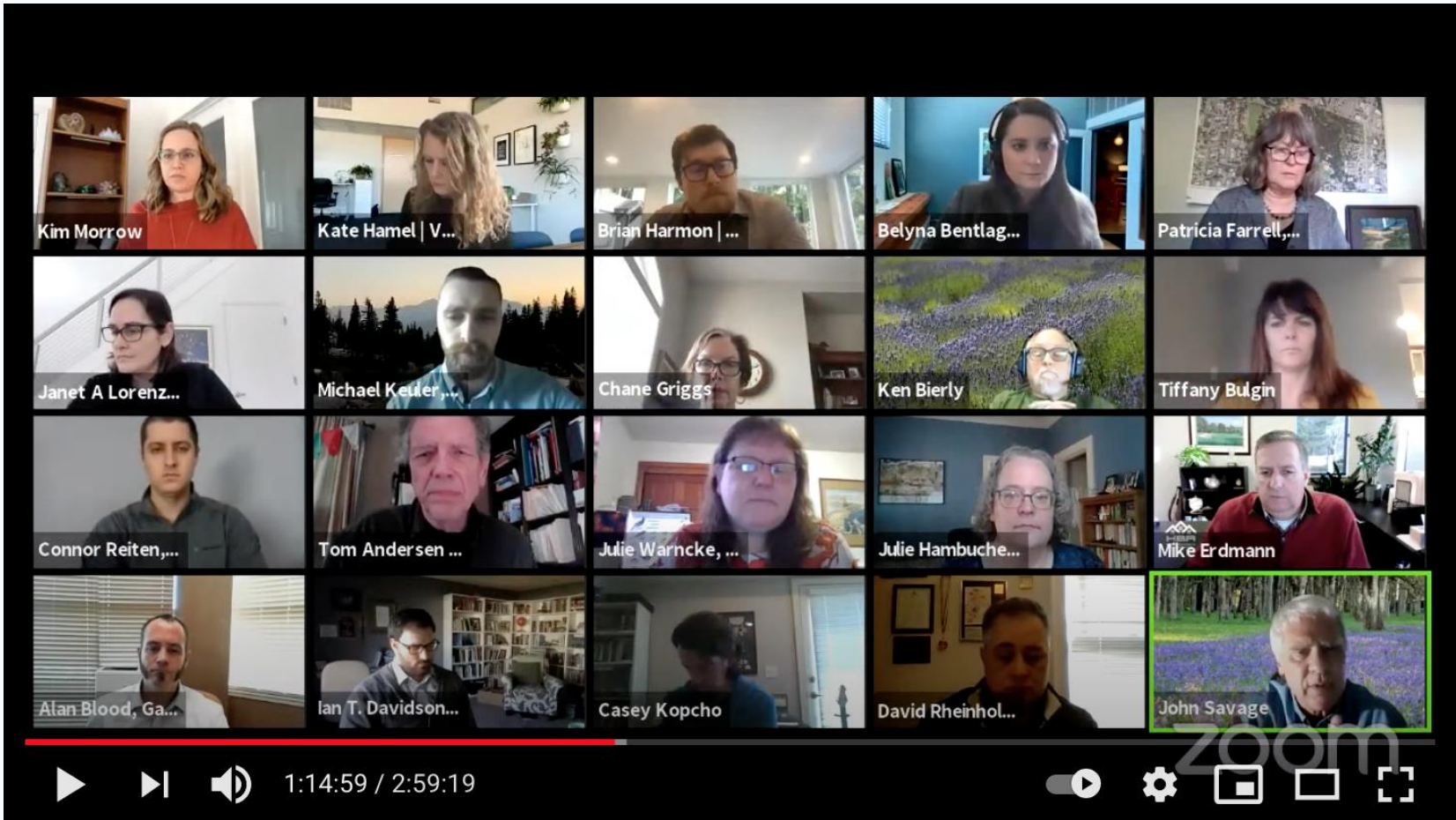
A plan to:

- Achieve City Council goals for reducing GHG emissions (**mitigation**)
- Help the Salem community prepare for climate change (**resilience**)
- Prioritize actions for implementation
- Identify key partners

Climate Action Plan Task Force Roster

33 community representatives invited by the Mayor, plus 5 City staff and 3 City councilors (Andersen, Gonzalez, & Nordyke).

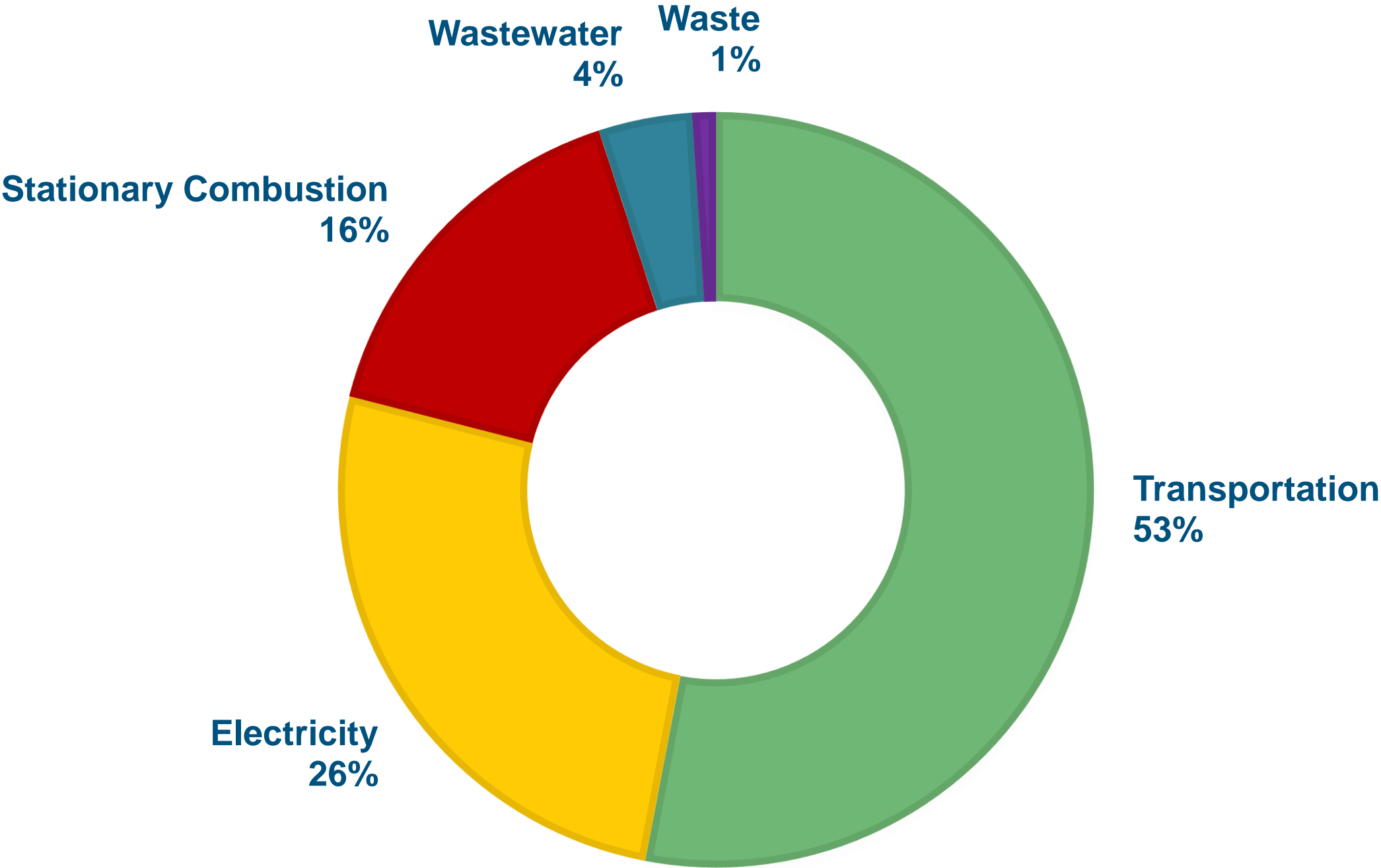
Representing transportation, commercial, residential, environmental, energy, education, communities of color, food supply, public health, and others.



Area of Expertise	First	Last	Organization
City Council	Tom	Andersen	Salem City Council
Economic Development	Erik	Andersson	Sedcor
Natural Resources	Ken	Bierly	Glenn Gibson Watershed Council
Industrial	Alan	Blood	Garmin
Higher Education	Joe	Bowersox	Willamette University
Social Services	Tiffany	Bulgin	Isaac's Room/Ike Box
Youth	Alex	Buron	Latinos Unidos Siempre
Stormwater Management & Water Supply	Robert	Chandler	COS Public Works Planning & Development
Infrastructure/Public Transit	Ian	Davidson	Cherriots
Persons with Disabilities	Aalicea	Dominguez	Shangri-La
Indigenous Community	Briece	Edwards	Confederated Tribes of Grand Ronde
Residential/Development	Mike	Erdmann	Homebuilders Assoc. of Marion & Polk Counties
Latinx Community	Vicky	Falc3n V3zquez	Mano a Mano Center
Parks and Natural Resources	Patricia	Farrell	City of Salem
City Council	Jose	Gonzalez	Salem City Council
Business	Nathan	Good	Nathan Good Architects
K-12 Education	Vonnie	Good	Salem-Keizer School District
Philanthropy	Chane	Griggs	Rotary Club of Salem
Food Supply	Julie	Hambuchen	Marion Polk Food Share
Chamber of Commerce	Tom	Hoffert	Salem Area Chamber of Commerce
Transportation	Mike	Jaffe	Salem-Keizer Area Transportation Study (MWVCOG)
Seniors	Lesley	Johnson	Salem 50+
Low-Income Populations	Jimmy	Jones	Mid WV Community Action Agency
Public Health	Michael	Keuler	Marion County Health & Human Services
Long Range Planning	Eunice	Kim	City of Salem
Land Use Planning	Casey	Kopcho	Salem Planning Commission
Climate Impacts/GHG	Janet	Lorenzen	350 Salem OR
Green Spaces	Dylan	McDowell	Salem Parks and Recreation Advisory Board
Business	Loren	McLaughlin	Campbell's
City Council	Vanessa	Nordyke	Salem City Council
Energy - Natural Gas	Connor	Reiten	Northwest Natural
Property Insurance	David	Rheinholdt	Rheinholdt Insurance/Latino Business Alliance
Vocational Ed	Rhonda	Rhodes	Career and Tech Ed Center
Environment & Biodiversity	John	Savage	Native Plant Society of Oregon
Hospital	Leilani	Slama	Salem Health
Faith Community	Rob	Thrasher	First Presbyterian Church
Energy - Electricity	Wendy	Veliz	Portland General Electric
Emergency Preparedness	Greg	Walsh	COS Emergency Management
Transportation	Julie	Warncke	City of Salem
Waste Management/Recycling	Kaileigh	Westermann	Marion County Solid Waste Management Advisory Council
Social Justice	Benny	Williams	NAACP Salem-Keizer Branch 1166

Sources of Salem's GHG Emissions

Community Total:
1,553,573 Metric Tons of CO₂ equivalent in 2016



Salem's Greenhouse Gas Inventory (Sector-based)

What's at stake?

The changing climate impact us in the form of:

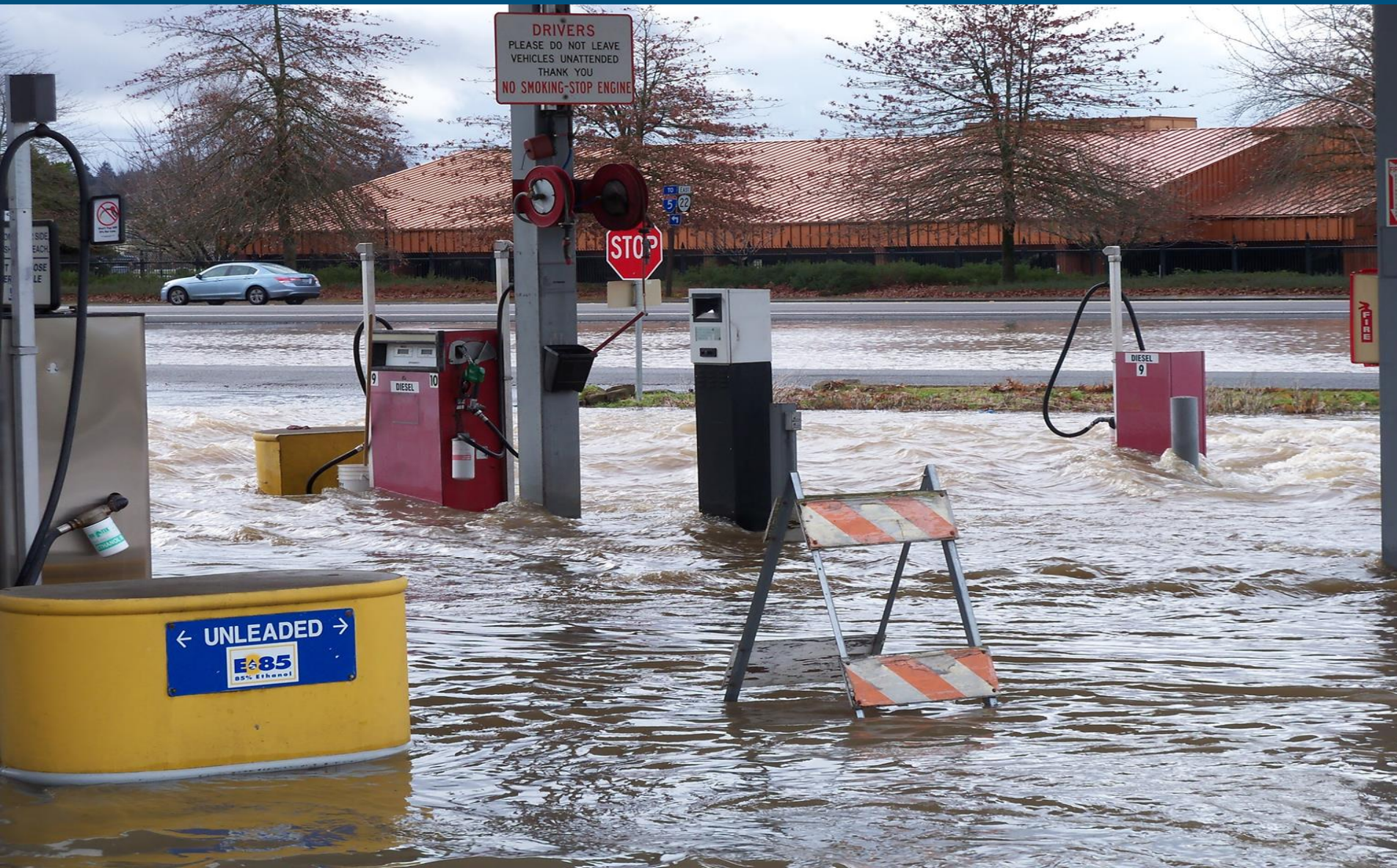
- Floods
- Drought
- More extreme heat days (above 90° F)
- Wildfires
- Hazardous air quality from wildfires
- Extreme winter events

Impacts of climate change are not experienced equally

Flooding

Potential for flooding outside of high-risk flood zone

Potential for increased risk of landslides and property damage



Drought

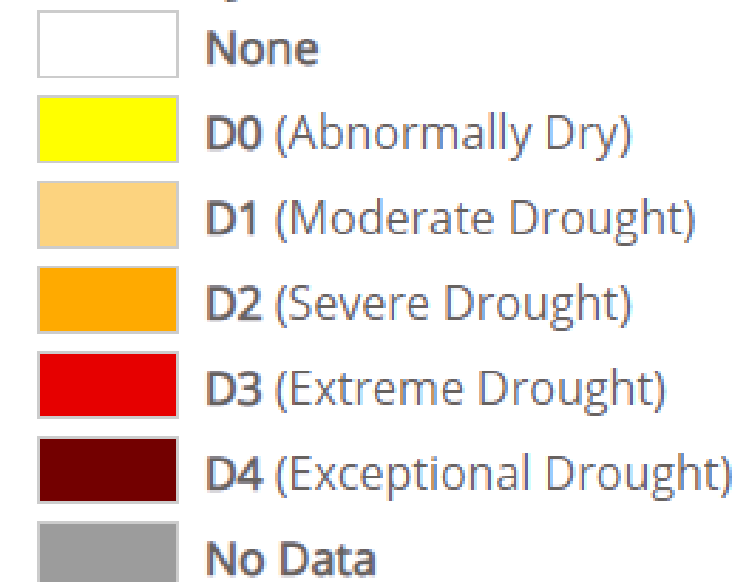
Water balance could change from +3 inches to -0.7 inches

Source: climatetoolbox.org

Water quantity issues can lead to water quality issues.

[Home](#) > [Oregon](#)

Data valid: September 14, 2021 at 8 a.m. EDT



United States and Puerto Rico Author(s):
Brad Rippey, U.S. Department of Agriculture

Pacific Islands and Virgin Islands Author(s):

Wildfire

Extreme fire danger days will increase from 10 days per year to 18 days per year



September 2020

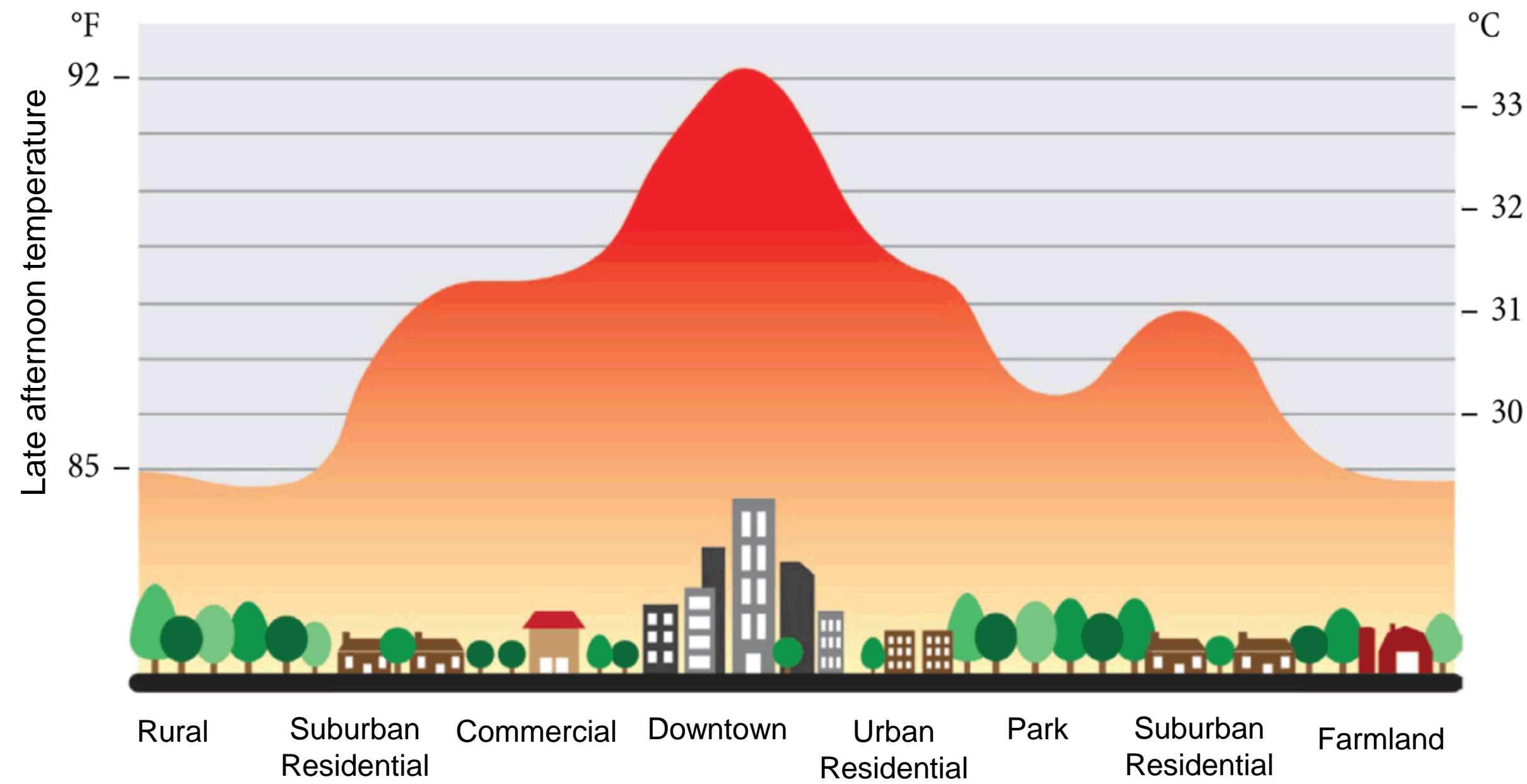


Warming Temperatures

Average high summer temperature will increase from 79°F to 86°F

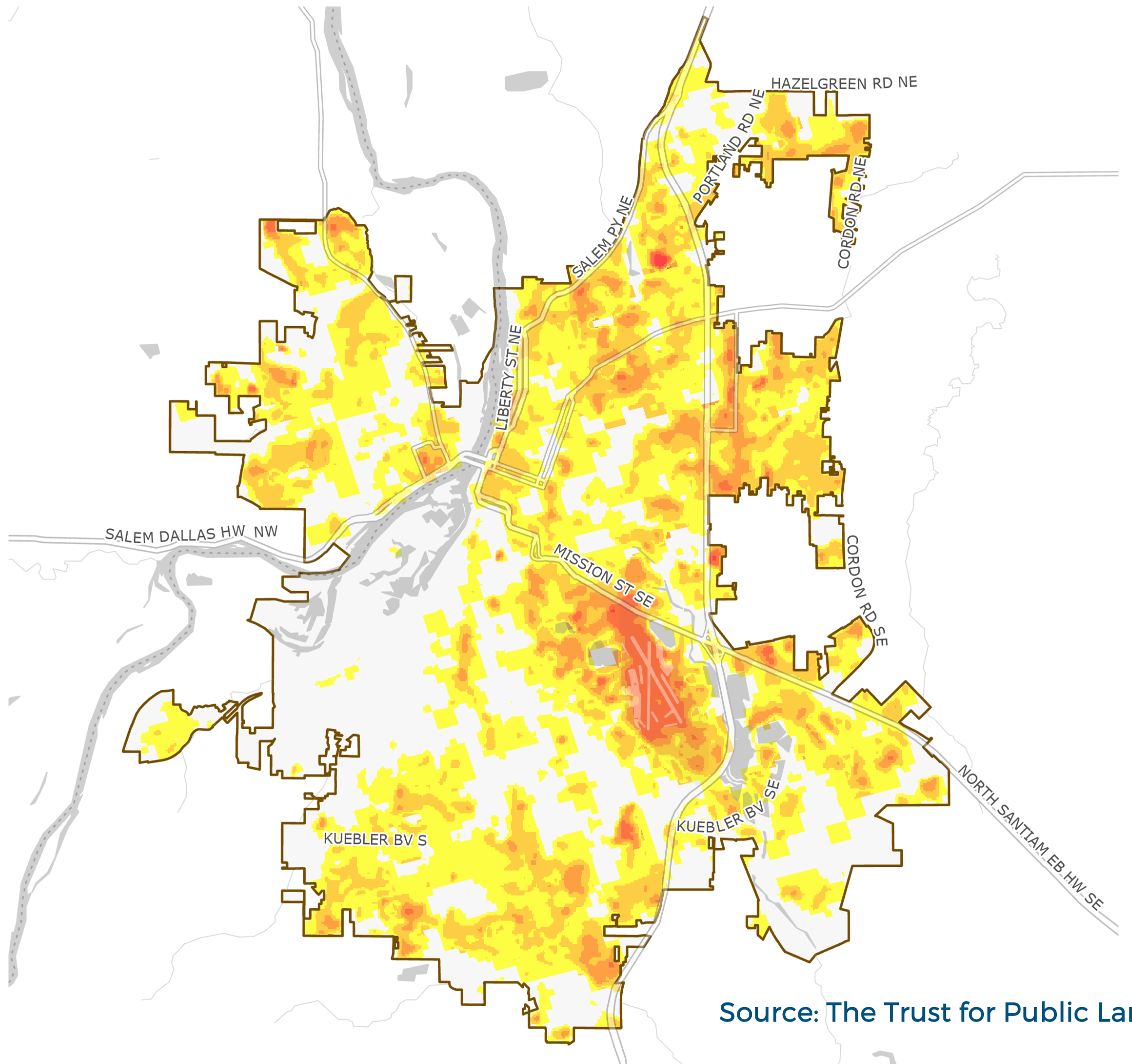
Days with a heat index $\geq 90^{\circ}\text{F}$ will increase from 7 to 33

Urban Heat Island Effect



Typical structure of an urban heat island

Severity of Urban Heat Islands in Salem



Source: The Trust for Public Lands



Economic Impacts of Climate Change

Transportation Infrastructure

Supply Chain Disruptions

Workforce Impacts / Public Health

Climate Migration

Energy Grid Capacity

Budgetary Strain for Emergency Response

Tourism & Outdoor Recreation

Water Supply

Insurance Costs and Claims



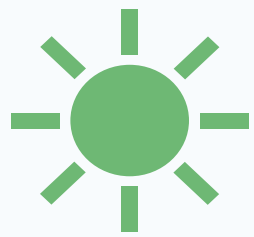
Materials & Waste (22)

Encourage composting and recycling at multi-family
Adopt a sustainable procurement policy for City



Transportation & Land Use (45)

Increase cost of parking downtown
Expand public transit
Increase connectivity & safety for walking, biking



Energy (31)

Increase renewable energy access/decrease natural gas
Increase energy efficiency in buildings
Increase electric vehicle ownership/transition City fleet



Natural Resources (21)

Expand the city's tree canopy
Shade impervious surfaces to reduce heat island
Protect floodplains



Community (38)

Strengthen neighborhoods
Create resilient community
Engage underserved populations in solutions



Food (8)

Increase community gardens & farmers market
Incentivize local food marketplaces



Economic Development (8)

Promote and incentivize participation in EarthWISE program
Develop, nurture and attract climate smart entrepreneurship and green jobs

ENERGY

Vision	Salem will achieve its goal of reducing GHG emissions by 50% by 2035 and will be carbon neutral by 2050 (based on 2016 levels). Residential and commercial businesses are powered by renewables and many buildings produce more energy than they consume on an annual basis.
Guiding equity principles	Implement strategies such that those responsible for the greatest amount of GHG emissions take the greatest action towards reducing emissions. In decision-making and implementation, elevate the perspective of those most affected by climate change. Use equity frameworks and criteria to evaluate and execute all strategies.

Code	Objective	Task	GHG Reduction Potential	Cost	Lead Agency	Co-Benefits	Suggested Timeframe
OEN1	Establish governance and funding structures to achieve net-zero emissions vision						
EN01	Coordinate efforts to meet citywide goals for greenhouse gas reduction using a climate justice lens so that solutions are developed in an equitable way.		Low	\$	City	Community Equity	S*
EN02	Partner with PGE, Energy Trust of Oregon and EarthWise programs for energy benchmarking and transparency policies in existing buildings with a publicly available "reward" system recognizing those who do well and a "recommendations" system that requires the property owners of lower-performing buildings to take action for improvement.		High	\$\$	City	Public Health Environmental Quality Community Equity	S*
EN03	Review City legislation and administrative actions when new reports from the Oregon Global Warming Commission (OGWC) are published, determine opportunities and gaps, develop and implement plans to better align City legislation and administrative actions with OGWC recommendations.		Low	\$	City	Public Health Environmental Quality	S*
EN04	Begin reporting community greenhouse gas emissions on a regular basis using a reporting platform that aligns with the Global Covenant of Mayors Common Reporting Framework.		Low	\$	City	Community Equity	S*
EN05	Increase the use of existing renewable energy projects and energy-saving programs through the creation and funding of "Community Energy Advisors" in the city or at community-based organizations to provide one-stop shopping for energy services for all Salem residents, businesses, and organizations including organizing audits and energy retrofits; submitting and packaging applications; and being a central source of information about all incentives and programs available). Focus on underserved communities and collaborate with PGE and their contacts from community-based organizations. Work with the City to develop a website hub for resources.		Low	\$\$	ETO or local community-based organization(s)	Public Health Environmental Quality Community Equity	S*
EN06	Create a "Salem Clean Energy Fund" administered by a coalition of community-based organizations.		Low	\$\$\$\$	City	Public Health Environmental Quality Community Equity	\$
OEN2	Increase energy efficiency and electrification of all buildings						
EN07	Develop a comprehensive approach to increasing energy efficiency in municipal buildings, including setting a goal for increased energy efficiency in all City-owned buildings, benchmarking, deep energy retrofits, policies to require energy efficient practices, and regular reporting.		Medium	\$\$	City	Public Health Environmental Quality	S*
EN08	Develop a comprehensive approach to increasing energy efficiency in commercial buildings, including setting a goal for increased energy efficiency in all City-owned buildings, benchmarking, deep energy retrofits, policies to require energy efficient practices, and regular reporting.		Medium	\$\$\$	BOE, ETO	Public Health Environmental Quality	S*

High-Impact GHG Reduction Strategies

ENERGY

The following strategies could have a high impact in reducing emissions.

- Create **energy benchmarking and transparency** policies and reward building owners who improve building energy efficiency.
- Develop a comprehensive program to help residents and business owners **weatherize buildings** and improve energy efficiency, with a priority emphasis on properties with low-income renters.
- Provide incentives for new construction that is **all-electric**.
- Implement an incentive program for residents and businesses to **switch from natural gas appliances** to all-electric models.
- Implement policies to **reduce natural gas usage**, such as requiring all-electric new construction, prohibiting fossil fuel usage in new construction, and/or banning the use of gas and oil in residential appliances.

High-Impact GHG Reduction Strategies

TRANSPORTATION

The following strategies could have a high impact in reducing emissions.


- Expand **public transit** infrastructure in Salem with a focus on equity-based access.
- **Increase urban density** along the core transportation network.
- Incentivize Salem area employees to shift from driving alone to **using alternative forms of transportation**, including carpooling, walking, biking, and transit. Where possible, increase work from home options.
- **Charge for city-controlled parking** using a model intended to reduce parking in the central business district to 70-80% of supply.

Where are we in process?




Share Your Ideas and Comment

SalemClimateActionPlan.com/Get-Involved




Sign In / Register
to add your idea




jlorenzen

2 months ago

Keep housing in Salem affordable for working class residents.
Affordable Housing


Share1 Comment14




Salem Climate Action T...

2 months ago

Support sustainable material management through financial incentives


Share0 Comment8




Salem Climate Action T...

2 months ago

Facilitate diverse participation and representation from Salem residents in City and community planning


Share3 Comments21




Salem Climate Action T...

2 months ago

Ensure energy grid has capacity and resilience to accommodate future demand


Share8 Comments10




Salem Climate Action T...

2 months ago

Expand the urban tree canopy
In other words, ensure that there are enough trees in all neighbo...


Share6 Comments29




Stephania Fregosi

19 days ago

Work to reclaim the methane from the waste water treatment plant to create renewable natural gas.


Share0 Comment1




Kameron Monk

2 days ago

Public building solar panels & EV charging
Put EV charging stations in gas stations. Put charging stations i...


Share0 Comment0



Salem Climate Action T...

2 months ago


Increase connectivity and safety through a comprehensive network



Phil Carver

a month ago


Require substantially higher density in new residential developments city-wide
Middle housing (duplexes,



Salem Climate Action T...

2 months ago


Increase renewable energy generation and access



Jim Scheppeke

a month ago

Institute a Payroll Tax for Non-Resident Commuters



Next Steps for the Climate Action Plan

- Summer Outreach and Engagement
- September 20 Council Work Session
- Fall Public Review of Draft CAP
Outreach and Engagement
- October 27 Task Force Meeting #6
- December 6 City Council/Public Hearing
- 2022 Begin Implementation



SalemClimateActionPlan.com

pfarrell@cityofsalem.net

Economic Development Strategy and COVID-19 Business Recovery Plan

September 23, 2021



Agenda

1. Overview of Salem COVID-19 Business Response Plan.
2. COVID-19 impacts on the economy.
3. What's in the plan?
4. Questions/Comments

COVID-19 Business Response Plan



Impacts of COVID-19 on the Economy

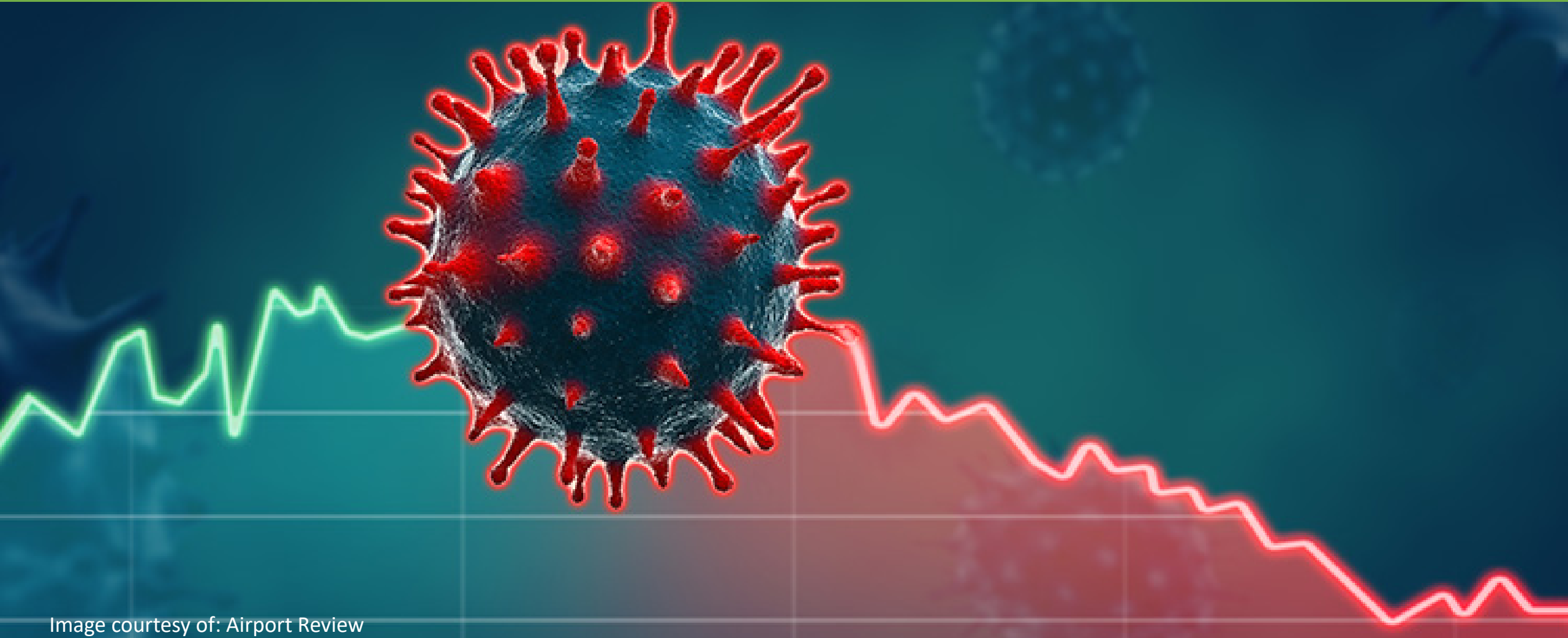


Image courtesy of: Airport Review

Key Themes

1. Affordable Housing
2. Available Land for Businesses
3. Broadband Internet
4. Supporting Existing Businesses
5. Entrepreneurship
6. Workforce Development
7. Recruitment
8. Promoting Salem



Affordable Workforce Housing



Affordable Workforce Housing

Goal:

Encourage the development of workforce and affordable housing.

Proposed:

1. Collect data on housing needs.
2. Identify re-development sites.
3. Incentives.

Available Land for Business



Available Land for Business

Goal:

Maintain a mix of land for all business types.

Proposed:

1. Inventory Available Land.
2. Seek federal funding to help develop challenging sites.
3. Encourage re-use of sites changing due to market forces.

Broadband Internet



Broadband Internet

Goal:

Work with service providers to improve access to high quality internet.

Proposed:

1. Identify gaps in service areas.
2. Work with existing providers to improve service.
3. Review city policies and permitting to facilitate the expansion of broadband.

Supporting Existing Businesses



Supporting Existing Businesses

Goal:

Foster a great and welcoming place to do business.

Proposed:

1. Conduct an equity audit of existing programs.
2. Focus on small and emerging companies.
3. Regular check-in with businesses.
4. Work with businesses hit hardest by COVID-19.

Entrepreneurship



Entrepreneurship

Goal:

Support the entrepreneurial environment.

Proposed:

1. Start-up funding tool box.
2. Support the expansion of Angel Funds.
3. Support more entrepreneurial events.
4. Increase engagement with underserved entrepreneurs.

Workforce Development



Workforce Development

Goal:

Foster a diverse workforce well suited for businesses needs.

Proposed:

1. Focus on the next generation of workers.
2. Focus on historically un or underemployed groups.
3. Remove barriers to work like childcare.

Recruitment



Recruitment

Goal:

Continue to be a competitive location for new businesses.

Proposed:

1. Continue to work with our local and regional partners.
2. Review our target industries.
3. Review incentive programs.
4. Update marketing materials.

Promoting Salem



Promoting Salem

Goal:

Refine and promote Salem's brand.

Proposed:

1. Align efforts with Travel Salem and other partners.
2. Share the stories of underserved businesses.
3. Update marketing materials.

Questions/Comments

1. Affordable Housing
2. Available Land for Business
3. Broadband Internet
4. Supporting Existing Businesses
5. Entrepreneurship
6. Workforce Development
7. Recruitment
8. Promoting Salem

Thank you!

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Seth Lenaerts- Program Manager

Slenaerts@CityofSalem.net

503-540-2435

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