

Equity Roundtable Meeting #6

Date: January 16, 2024

Time: 11 a.m. – 12:30 p.m.

Location: Zoom

ATTENDEES (Online)

Equity Roundtable Participants

Amador Aguilar, Enlace Cross-Cultural Community Development Project

Linder Asher, Oregon Marshallese Community Association

Lucy Escobar, Latino Business Alliance

Jimmy Jones, Mid-Willamette Valley Community Action Agency

Jackie Leung, Micronesian Islander Community

Tania Moran, Salem for Refugees

Virginia Stapleton, City Councilor

City of Salem Staff

Lisa Anderson-Ogilvie, Community Planning and Development Department

Julie Hanson, Public Works Development

Eunice Kim, Community Planning and Development Department

MEETING OVERVIEW

The focus of this meeting was the City's Safety and Livability Bond Pedestrian Projects. (Cherriots was initially scheduled to discuss transit service at this meeting but had to cancel due to weather-related conflicts.) The goals of the meeting were to:

- Share opportunities for people to submit requests for pedestrian projects funding through the 2022 Safety and Livability Bond Measure
- Gather suggestions on how to best share this opportunity throughout the community

SIDEWALK SAFETY REQUESTS

Julie Hanson, Transportation Planning Manager, gave a presentation about sidewalk safety requests, including how community members could submit requests online and how the requests will be scored. The presentation is **attached**. Julie also showed the project website - www.cityofsalem.net/sidewalk-safety - walking through the interactive maps. The presentation was followed by questions, answers, and discussion among the Roundtable and City staff. The discussions are summarized below.

Group Discussion

How to best share this Sidewalk Safety Request opportunity with the community

- Is this online form available in Spanish or only in English?
 - The website can be translated online using Google translate.
 - Google translate can be confusing, and translations can be inaccurate.
 - City staff should make sure translations are accurate. This should become part of City policies and procedures, to have a citywide procedure to double check translations before they go out.

- Can this information go out through the school district? A lot of people walk to school and could have requests.
- Other ideas for sharing this information include neighborhood association meetings, community events, schools, and supermarkets (printed out and posted).
- It is unfortunate that this is not available in several languages or offered in different languages.
- Is the information available in an advertisement with a link and QR code for people to scan?
 - Yes, there is a flyer with a QR code that is available in English and Spanish.
- The Latino Business Alliance has an email list with 2,000 people that could be used to distribute this information. Lucy Escobar also has an email list with 3,500 people, and she is willing to share the information.
- It would be great if the City had more funding for staff that spoke different languages or at least the top five languages in the Salem Keizer School District.
 - The City pays a company to translate materials, and it has recently partnered with community organizations to pay them to translate materials. The Micronesian Islander Community is one organization that the City has partnered with for this work.
- It is helpful to have a record of the requests that community members have made because that way, nothing is lost when staff turns over.

How sidewalk safety requests are scored

- How are project requests evaluated, and how do you ensure equality when the forms are in English, and you receive a lot of requests in English but only a few in Spanish?
 - It is not a popularity contest. The City is using criteria to evaluate requests.
- The criteria for evaluating requests includes equity, street classification, location relative to schools/parks/transit, and sidewalk conditions (see attached presentation).
 - The equity criterion factors in eight categories at the Census Tract level: 65 and older, youth, Hispanic and/or non-white, zero car households, limited English households, person at or below poverty level, disability age 18-64, and disability 65+.
 - This equity criterion receives up to 25 points out of a total of 100 points. North and northeast Salem have the highest equity score.
- The equity scoring tool is being used in the Capital Improvement Program selection criteria, Neighborhood Traffic Management projects, and Safer Pedestrian Crossings projects.
- How do you include the voices of 10 people if only one person can submit the request or no one can do so because of technology/access barriers? There is a need for a sidewalk, for example, near Northgate Park.
 - A project location that receives one request will be evaluated against the same criteria as a project location that receives 25 requests.
 - The City could go out to specific groups and talk to them directly, and City staff could enter the requested locations into the online form.
- How do you build trust with the community and ensure people are being listened to?
 - The frustrating part is that the City has well over 1,000 locations that need sidewalk replacements, so many people who submit requests are not going to get their sidewalks replaced. That is the reality of the situation. The City is trying to be deliberate about how it goes about evaluating and selecting project locations. Equity is a new consideration.

- The equity lens is something Councilor Stapleton is really proud of. It takes into account the places that have not had a voice in the past and elevates them. Northeast Salem is going to get the majority of the bond-funded pedestrian improvements, and councilors will have to explain that to the community.
- No matter how much money the City has, all of the requests cannot be fulfilled.
- When people make requests, they have to go back and check to see what their project score is. The City is not communicating back to people and acknowledging that they received the request. Doing that would help build trust. How can the City nurture, not just sow, the seeds? Can the City reach people that do not get the infrastructure improvement they requested and let them know the City heard them?
 - An email or letter saying thank you and acknowledging that the request was received would help. If a timeline cannot be given, then a response could say that the request is on the list and next steps will be determined.
 - The City can work with GIS on sending email responses. It will take time because the City does not have a lot of staff members. The process to evaluate and select projects will take approximately 18 months. The City can build in touch points to communicate back to people who make requests.
- Should the due date for requests – currently March 31 – be extended to allow the community to respond since it will take time to translate materials, etc.?
 - There is currently a two-month time window, assuming the City can have appropriate translations and communication materials available by February 1. If people think the deadline should be extended, please let Julie know. It can always be extended.
 - The City can circle back to the Equity Roundtable in 30 days to let participants know how many requests have been received versus how many were expected. That will be a good indicator if the deadline should be extended. The City will send the roundtable an email prior to the next meeting to provide that information.

Other

- The City is starting a long-range planning project to update the Transportation System Plan. This project is being referred to as Salem in Motion. The first phase is regional scenario planning, which will look at ways to reduce greenhouse gas emissions from transportation. Equity will be a big part of this update.

UPDATES AND NEXT STEPS

The next Equity Roundtable meeting will be **Tuesday, March 19 from 11 a.m. to 12:30 p.m.** The location will be determined soon and sent out to the Equity Roundtable. Cherriots will be invited back to a future Equity Roundtable meeting to discuss transit service in the community.

Sidewalk Safety Requests – Safety and Livability Bond

**Pedestrian Crossings, Sidewalk Infill, and Sidewalk
Replacement Projects**

Equity Roundtable, January 16, 2023

Julie Hanson, Transportation Planning Manager

2022 Safety and Livability Bond Measure

- \$300 million approved by voters, November 2022
- Larger projects identified in bond materials – Examples:
 - Fisher Road NE (south of Silverton)
 - Pringle Road SE (Madrona to McGilchrist)
 - McGilchrist Road SE
- Sidewalk-related Project Categories – Locations to be determined
- www.cityofsalem.net/sidewalk-safety

Outreach

- So far, we have shared via:
 - Social Media
 - Press Release – Article in Statesman Journal (1/14/2024)
 - Community Connections Newsletter (1/12/2024)
 - Flyers – English and Spanish
 - Equity Roundtable
- ***How can we best share this opportunity with your communities?***

Selecting Locations - Criteria

- Equity (examples: poverty levels, minority populations, access to vehicles)
- Street classification (examples: arterials vs. local streets)
- Location relative to schools, parks, transit
- Sidewalk condition (specific to sidewalk replacement)

Equity Scoring Tool

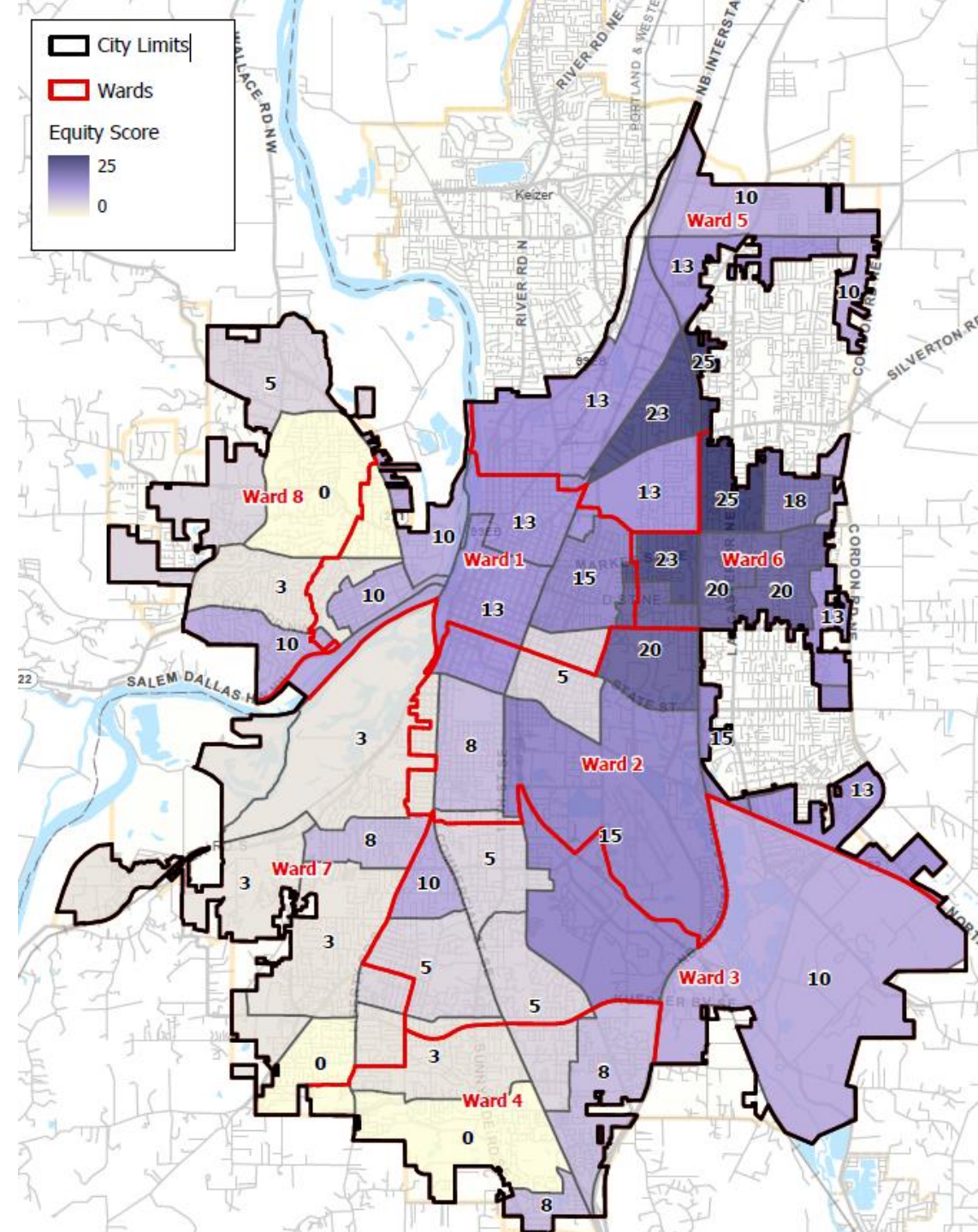
- Scores Census Tracts based on eight **need-based categories**
- Aligns with categories used by the Metropolitan Planning Organization
- Mirrors *Neighborhood Traffic Management Plan*

Eight Categories from US Census American Community Survey

- 65 and older
- Youth (ages 15 to 17)
- Hispanic and/or non-white
- Zero car households
- Limited English households
- Persons at or below poverty level
- Disability – aged 18-64
- Disability – 65 and older

Equity Score by Census Tracts with Wards

- Up to 25 out of 100 points (25%)
- To be used in **combination with outreach** to traditionally underserved communities



Other uses for Equity Scoring Matrix

- Capital Improvement Project Selection Criteria
- Safer Streets Projects – Traffic Calming and Safer Pedestrian Crossings
- ***In what other ways could the City be using this equity scoring matrix?***