

An aerial photograph of Salem, Oregon, showing a dense urban area with various buildings, streets, and green spaces. The Willamette River flows through the foreground, with a bridge visible on the left. In the background, the snow-capped peak of Mount Hood rises above a range of blue mountains under a clear sky. A semi-transparent green banner is overlaid on the top left of the image.

# Our Salem: Today

Stakeholder Advisory Committee: Nov. 5, 2018



# Meeting Agenda

- Introductions
- Project Overview
- Indicators: Checking Salem's Vitals
  - What are indicators?
  - What can we measure?
  - What are your priorities?
- Public Comment
- Next Steps



# What Do You Love About Salem?

The ability that Salem is improving in ways that...what I love is the ability to get out. Like Rome, all Oregon roads lead to Salem which allows for ease of travel to activities we enjoy around the city. I like the efforts to maintain a vibrant downtown as the heart of the city. Potential the sense of a community and the 18 neighborhoods, the lively downtown, the web of civic organizations, centers, the churches, non-profits and other buildings, the volunteer groups working to serve the surrounding citizens of Salem. big city volunteer small town. lifestyles and demands.

# What Do You Love About Salem?



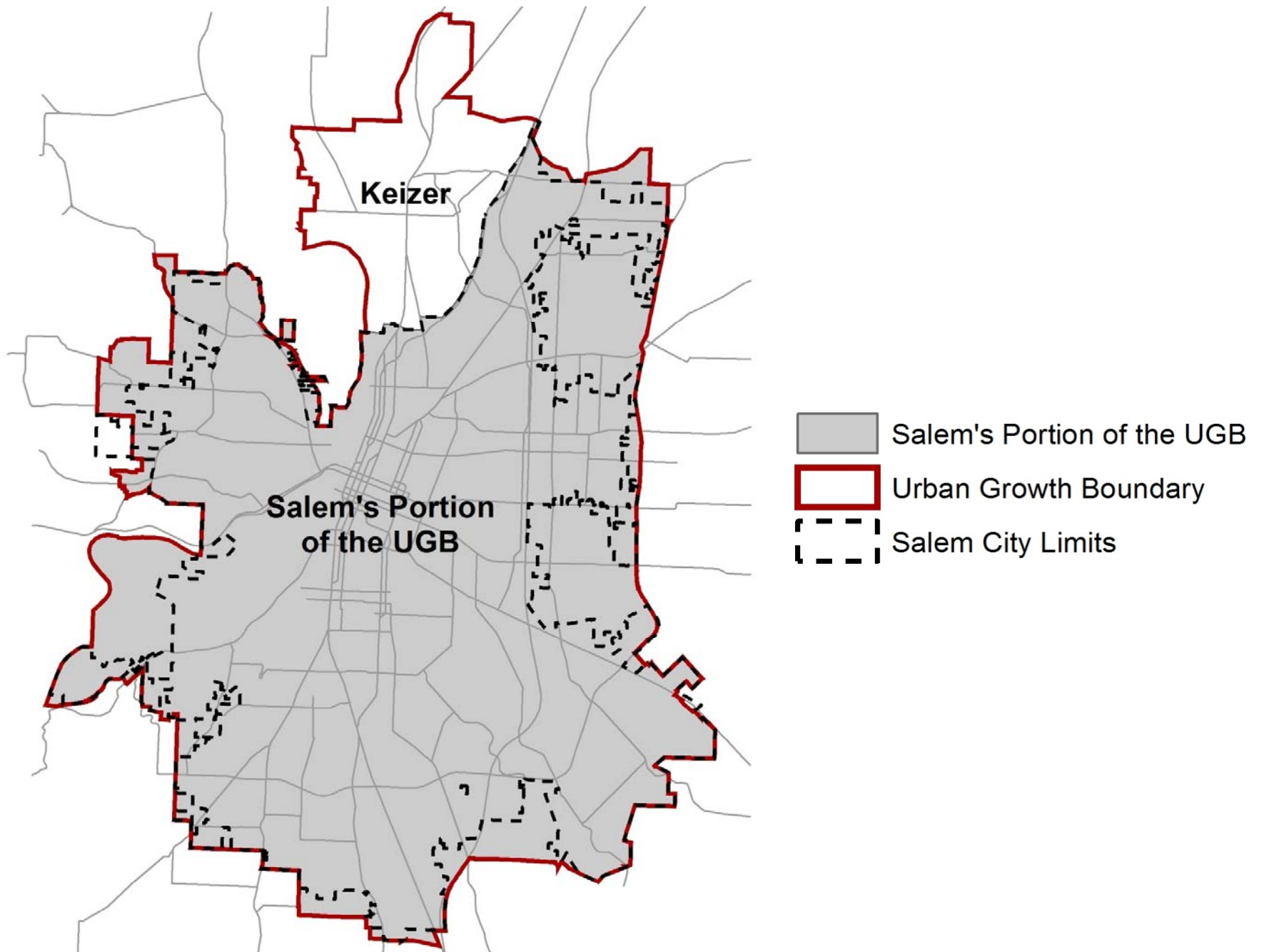
# Our Salem Overview

## Update the Comprehensive Plan

- Guide development over next 20 years
- Meet community's current and future needs







# What We Know

Projected Population:

≈60,000 more people over 20 years

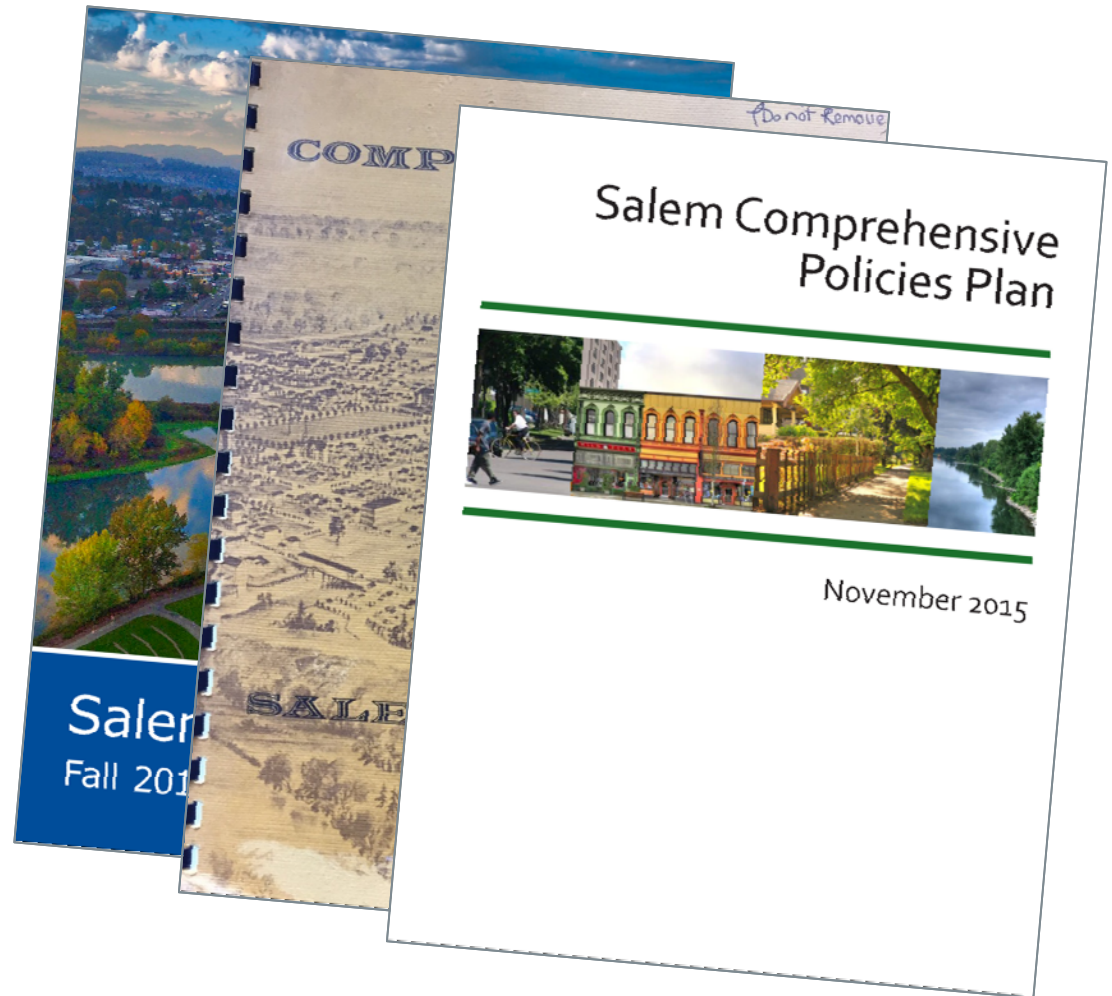
*(270,000 people in 2035)*



# Background - Comprehensive Plan Update

## Strategic Plan

- Vision for growth and development





# Salem's Comprehensive Plan Update Process



# We're checking Salem's vitals



Safe community



Welcoming and livable community



Strong and diverse economy



Safe, reliable, and efficient infrastructure



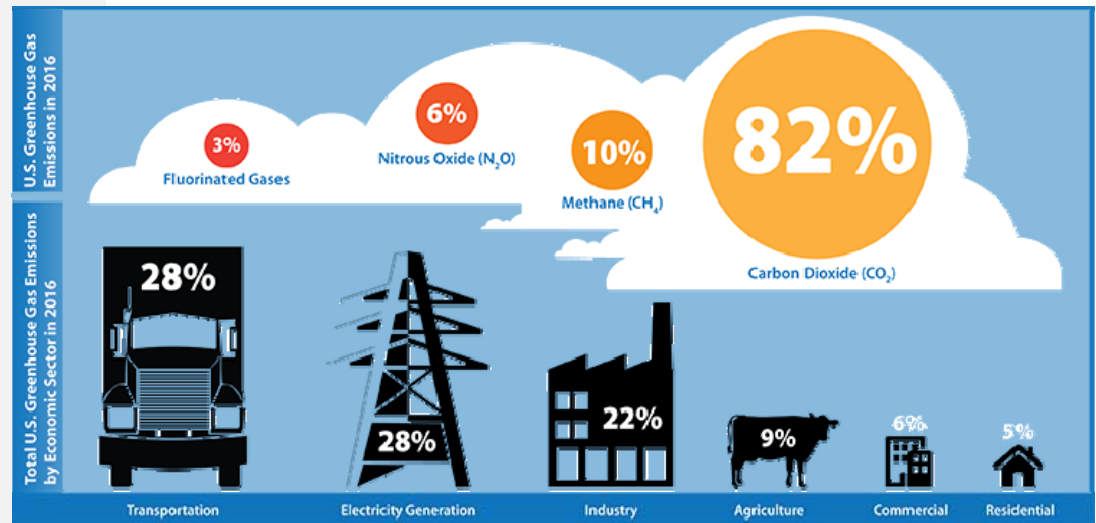
Natural environment stewardship



Good governance

# Community Greenhouse Gas (GhG) Inventory for Salem

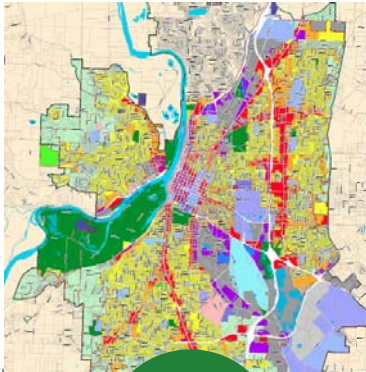
- Greenhouse gases absorb and emit the sun's energy.
- GhG inventories are a full accounting of these gases emitted into and removed (sequestered) from the atmosphere.
- A community GhG inventory tracks emissions and sequestration associated with activities that occur within a city, county, or region.





# Process & Schedule

We are  
here!



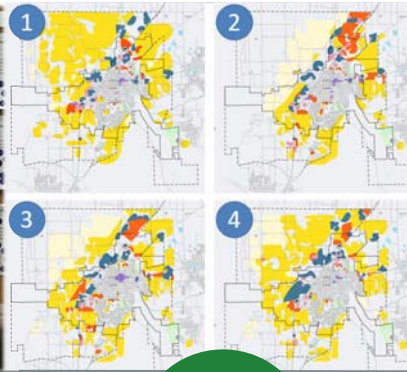
1

Review  
Existing  
Plans



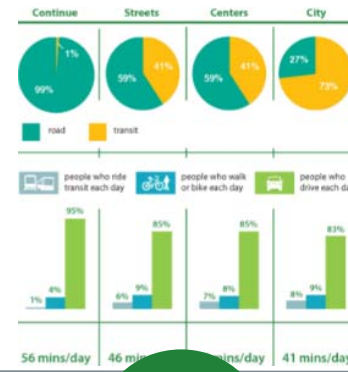
2

Choose  
Indicators



3

Develop  
Scenarios



4

Report  
Card



5

Present  
Findings

# Scenario Modeling

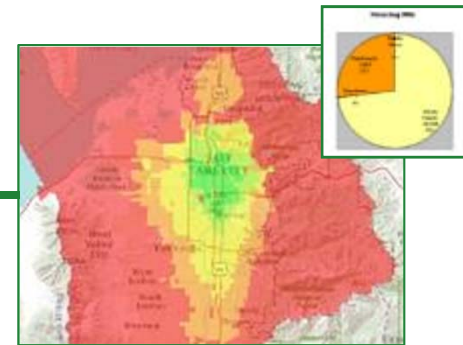
## Powerful Analytics



BUILDING-LEVEL  
MODELING



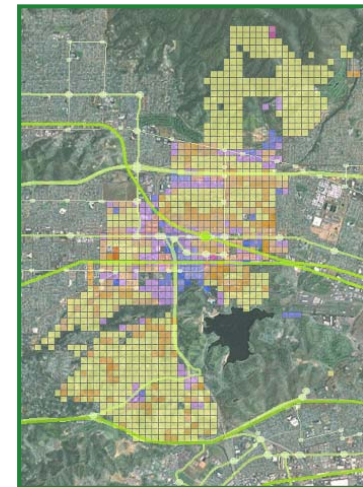
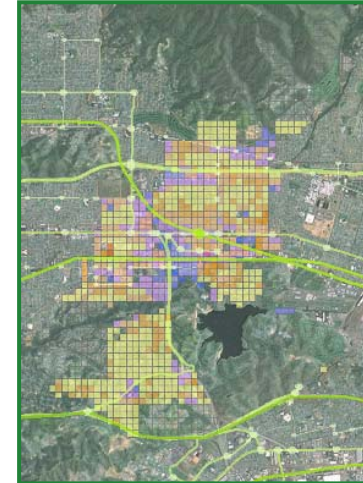
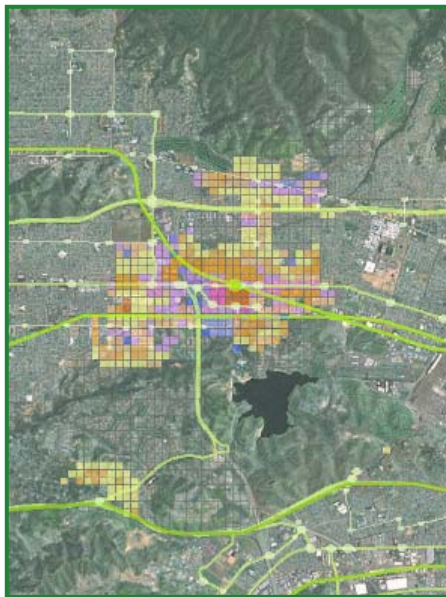
SPATIAL SCENARIOS



REAL-TIME  
ANALYTICS

# What is Scenario Planning?

Scenario approach:  
Plausible stories about the  
future





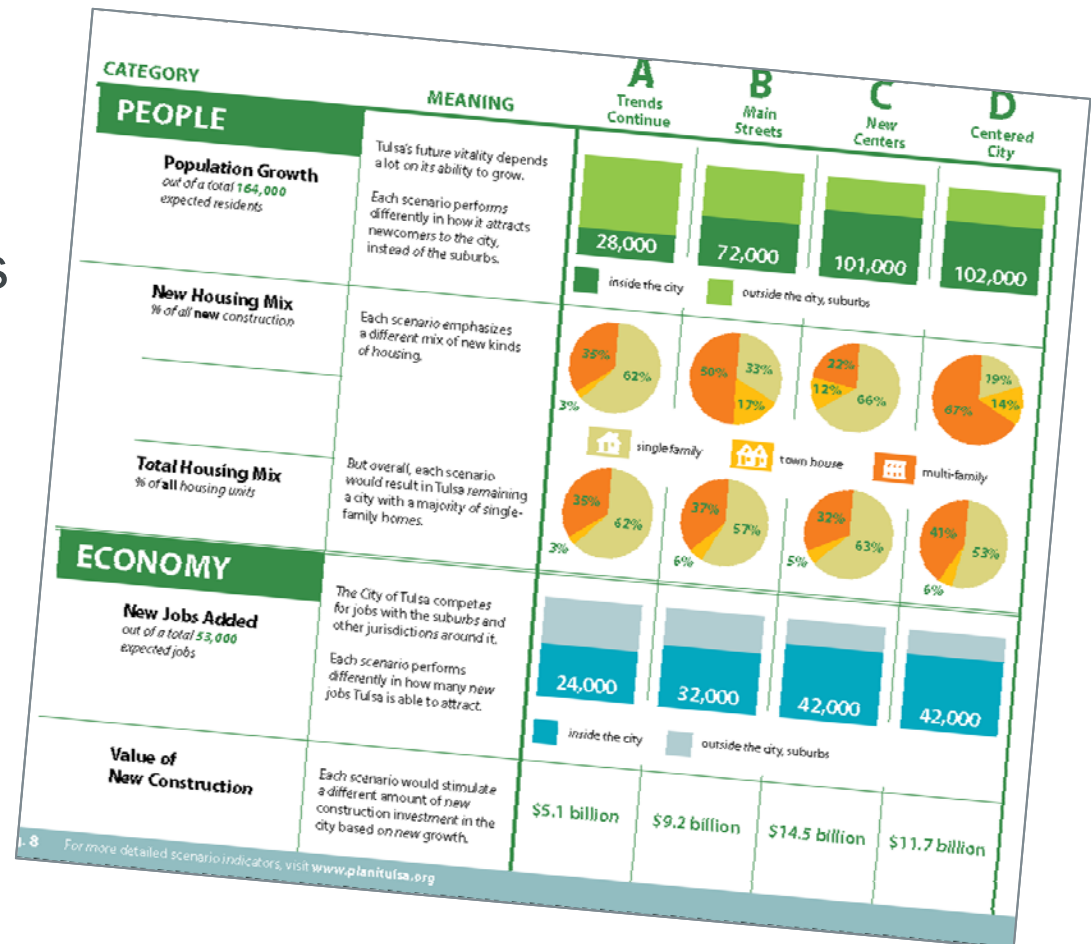
# Phase 1: Two Decision Points

## 1. Indicators

Examples: Housing affordability, access to parks, and transit ridership

## 2. Results

Do you like where we're headed?



# Today: First Decision Point

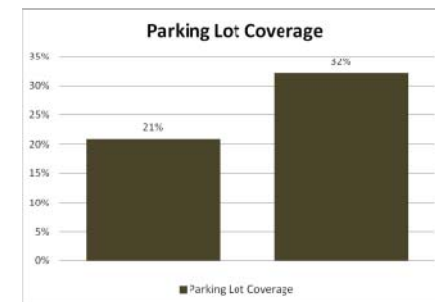
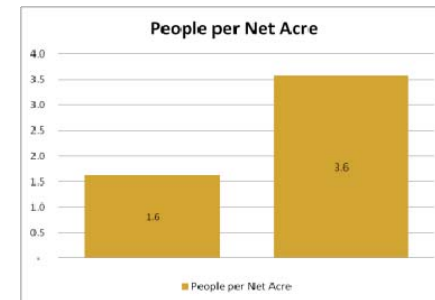
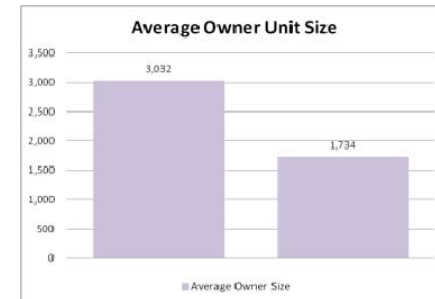
## 1. Prioritizing Indicators

- The exercise:

What are your priorities?

What can we measure?

Are we missing anything?



# Example Indicators that Can't be Measured

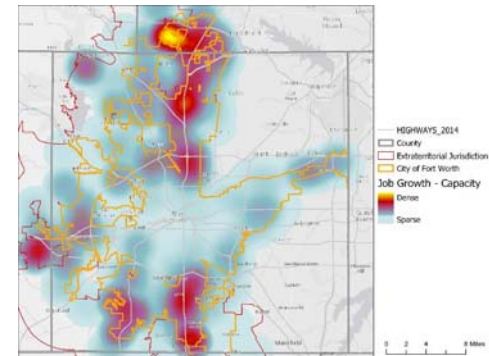
Future Crime Rate

Educational Attainment

Type of New Business

Frequency of Natural Disasters

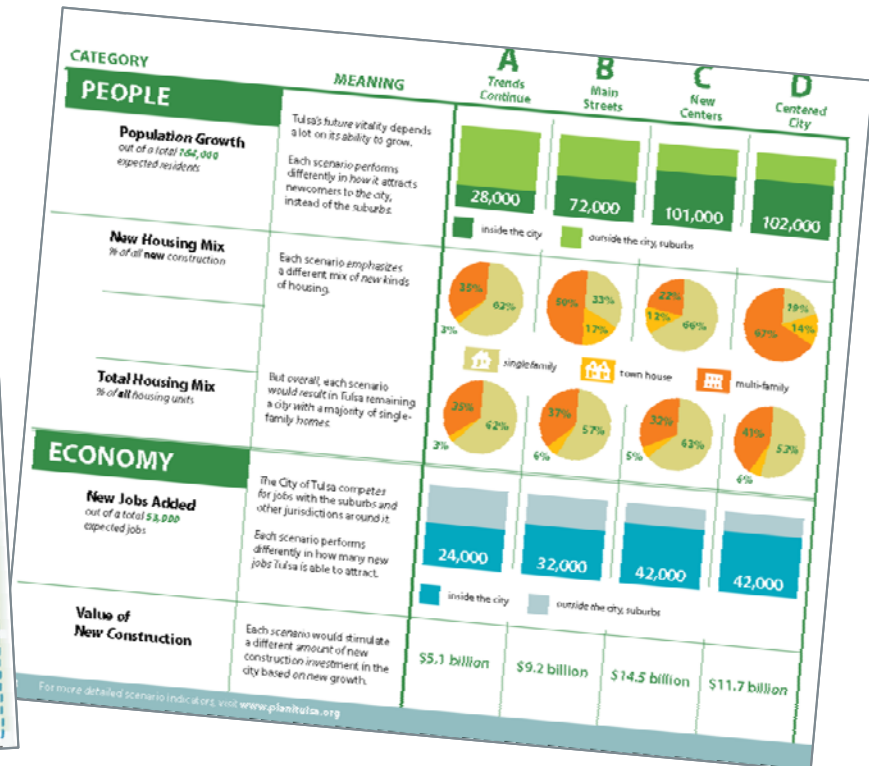
Anything that can't be mapped!





# Exercise: Possibilities

## Our Salem Report Card





## GOOD GOVERNANCE

<b>PROPERTY TAX REVENUE</b> Projected property tax revenue	PLACE STICKERS HERE
<b>INCOME TAX REVENUE</b> Projected income tax revenue	PLACE STICKERS HERE
<b>ANNUAL LEVEL OF SERVICE</b> Revenue and expenditure by housing unit, population + employees	PLACE STICKERS HERE
<b>OPERATIONS AND MAINTENANCE</b> Total operations and maintenance expenditures (including government expenditures on public programs + infrastructure maintenance)	PLACE STICKERS HERE
<b>TOTAL CAPITAL COSTS</b> Projected capital costs	PLACE STICKERS HERE
<b>AVERAGE TAX BURDEN</b> Average tax burden measured by housing unit and employees	PLACE STICKERS HERE
<b>ANNUAL LEVEL OF SERVICE</b> Total cost to provide services per capita	PLACE STICKERS HERE
<b>REVENUE-TO-COST RATIO</b> Annual cost to revenue ratio	PLACE STICKERS HERE



# NATURAL ENVIRONMENT STEWARDSHIP

<b>IMPERVIOUS COVER</b> Total number of impervious acres of new development	PLACE STICKERS HERE
<b>PARKING LOT COVERAGE</b> Percent of total acreage	PLACE STICKERS HERE
<b>OPEN SPACE</b> Acres of open space	PLACE STICKERS HERE
<b>ACRES OF DEVELOPMENT IN ENVIRONMENTALLY SENSITIVE AREAS</b> Acreage of newly developed land within sensitive areas as indicated by client	PLACE STICKERS HERE
<b>ACRES OF DEVELOPMENT IN FLOODPLAIN</b> Acreage of newly developed land within floodplain	PLACE STICKERS HERE
<b>BUILDING ENERGY USE</b> Building energy use per household and per job	PLACE STICKERS HERE
<b>BUILDING CARBON EMISSIONS</b> Building carbon emissions per household and per job	PLACE STICKERS HERE
<b>PROXIMITY TO WILLAMETTE RIVER</b> Distance away from the Willamette River	PLACE STICKERS HERE
<b>PARKS / OPEN SPACE WITHIN WILLAMETTE GREENWAY</b> Number of parks and open space within a certain distance of the Willamette Greenway	PLACE STICKERS HERE





# NATURAL ENVIRONMENT STEWARDSHIP

<b>DEVELOPED ACRES WITHIN WILLAMETTE GREENWAY</b> <i>Acres of developed areas within the Willamette Greenway</i>	PLACE STICKERS HERE
<b>LANDSCAPING WATER USE</b> <i>Residential external water use in gallons/ day</i>	PLACE STICKERS HERE
<b>INTERNAL WATER CONSUMPTION</b> <i>Internal water consumption per household and per job in gallons/day</i>	PLACE STICKERS HERE
<b>WASTE WATER PRODUCTION</b> <i>Waste water productions per household and per job in gallons/day</i>	PLACE STICKERS HERE
<b>SOLID WASTE PRODUCTION</b> <i>Solid waste productions per household and per job in pounds/day</i>	PLACE STICKERS HERE
<b>SEWER OVERFLOWS</b> <i>Amount/frequency of sewer overflows</i>	PLACE STICKERS HERE
<b>AIR POLLUTANT REDUCTION (TONS/YEAR)</b> <i>Measure of carbon equivalent emissions reductions by scenario</i>	PLACE STICKERS HERE
<b>TOTAL GREENHOUSE GAS EMISSIONS</b> <i>Carbon equivalent emissions produced in each scenario</i>	PLACE STICKERS HERE



## SAFE COMMUNITY

<b>TRAFFIC/PEDESTRIAN ACCIDENTS</b> Injury and fatal crashes	PLACE STICKERS HERE
<b>ACTIVE TRANSPORTATION</b> Daily METs (metabolic equivalent of tasks): walking, biking, and transit	PLACE STICKERS HERE
<b>ACCESS TO HOSPITAL/URGENT CARE FACILITIES</b> Distance to hospitals/urgent care facilities	PLACE STICKERS HERE



# SAFE, RELIABLE, AND EFFICIENT INFRASTRUCTURE

## WALK AND TRANSIT FRIENDLINESS

Measures connectivity based on sidewalk availability (where sidewalk / path data exists) and distance to transit stops from a scale of 0 - 1

PLACE STICKERS HERE

## PARKING SPACES

Number of parking spots

PLACE STICKERS HERE

## ACCESS TO FREQUENT TRANSIT

Percentage of households within a quarter-mile of core network defined by Cherriots

PLACE STICKERS HERE

## INTERSECTION DENSITY

Intersections per square mile

PLACE STICKERS HERE

## BICYCLE AND PEDESTRIAN USE

Ratio of daily bike/pedestrian trips compared to vehicle trips

PLACE STICKERS HERE

## ROAD MILES

Total miles of new roads

PLACE STICKERS HERE



# SAFE, RELIABLE, AND EFFICIENT INFRASTRUCTURE

<b>LINEAL FEET OF SEWAGE PIPE</b> Total lineal feet of sewer pipes	PLACE STICKERS HERE
<b>LINEAL FEET OF WATER LINES</b> Total lineal feet of water lines	PLACE STICKERS HERE
<b>HOUSEHOLD AUTO TRIPS</b> Total household daily auto trips	PLACE STICKERS HERE
<b>HOUSEHOLD WALK TRIPS</b> Total household daily walking trips	PLACE STICKERS HERE
<b>HOUSEHOLD BICYCLE TRIPS</b> Total household daily bicycle trips	PLACE STICKERS HERE
<b>HOUSEHOLD TRANSIT TRIPS</b> Total household daily transit trips	PLACE STICKERS HERE
<b>DAILY HOUSEHOLD VMT</b> Total daily household vehicle miles traveled	PLACE STICKERS HERE





## STRONG AND DIVERSE ECONOMY

<b>AVERAGE WORKERS PER HOUSEHOLD</b> Average number of workers per household based on census data	PLACE STICKERS HERE
<b>PARKING COST</b> Construction costs for parking	PLACE STICKERS HERE
<b>EMPLOYMENT MIX</b> Number of jobs for retail, office, industrial, public, education, hotel, commercial parking	PLACE STICKERS HERE
<b>JOB/HOUSING BALANCE</b> Ratio of number of jobs and number of households in a study area	PLACE STICKERS HERE
<b>AVERAGE WAGE</b> Average wage based on census data	PLACE STICKERS HERE
<b>LAND COST PER ACRE</b> Cost per acre based on land purchase for new construction	PLACE STICKERS HERE
<b>IMPROVEMENT COST PER ACRE</b> Cost per acre based on building value of new construction	PLACE STICKERS HERE
<b>INDUSTRY ACCESS TO WATER/SEWER</b> Distance of industry to water/sewer supply	PLACE STICKERS HERE
<b>NEW JOBS IN SPECIFIC AREAS</b> Total number of new jobs	PLACE STICKERS HERE
<b>CONVERSION OF INDUSTRIAL TO COMMERCIAL LAND</b> Total acres of converted land	PLACE STICKERS HERE
<b>DEVELOPMENT IN URBAN RENEWAL AREAS</b> Number of new developments	PLACE STICKERS HERE



# WELCOMING AND LIVABLE COMMUNITY

<b>DEVELOPED ACRES</b> Total acreage of newly developed land	PLACE STICKERS HERE
<b>INFILL DEVELOPMENT/REDEVELOPMENT</b> Number of housing units and jobs produced via redevelopment	PLACE STICKERS HERE
<b>BUILDING SQUARE FOOTAGE BY TYPE</b> Amount of built square footage by land use type (looking at the building instead of lot)	PLACE STICKERS HERE
<b>BUILDING SQUARE FOOTAGE MIX</b> Amount of built square footage by land use type (looking at the building instead of lot)	PLACE STICKERS HERE
<b>LAND AREA MIX</b> Amount of built square footage by land use type (looking at the lot instead of building)	PLACE STICKERS HERE
<b>POPULATION</b> Total population	PLACE STICKERS HERE
<b>AVERAGE HOUSEHOLD SIZE</b> Average household size for study area	PLACE STICKERS HERE
<b>SCHOOL AGED CHILDREN</b> Number of children ages 5 - 18	PLACE STICKERS HERE
<b>GROSS DENSITY</b> For population, housing, and jobs	PLACE STICKERS HERE
<b>NET DENSITY</b> For population, housing, and jobs	PLACE STICKERS HERE



# WELCOMING AND LIVABLE COMMUNITY

<b>NET NEW GROWTH</b> For population, housing, and jobs	PLACE STICKERS HERE
<b>REDEVELOPMENT DISPLACEMENT</b> For population, housing, and jobs	PLACE STICKERS HERE
<b>PROXIMITY TO PARKS AND TRAILS</b> For population, housing, and jobs within specified distance (ex. 1/4 mile)	PLACE STICKERS HERE
<b>PARKS PER CAPITA</b> Acreage of park per population	PLACE STICKERS HERE
<b>REGIONAL TRAIL MILES</b> Amount of miles	PLACE STICKERS HERE
<b>PROXIMITY TO OPEN SPACE</b> For population, housing, and jobs within specified distance (ex. 1 mile)	PLACE STICKERS HERE
<b>HOUSEHOLD INCOME</b> Household income needed to afford housing (based on building project cost)	PLACE STICKERS HERE
<b>HOUSING MIX</b> Amount of single family, townhomes and multi-family housing	PLACE STICKERS HERE
<b>HOUSING TENURE</b> Owner vs renter ratio	PLACE STICKERS HERE
<b>HOUSING AFFORDABILITY</b> Income needed for single family home and attached housing	PLACE STICKERS HERE



# WELCOMING AND LIVABLE COMMUNITY

<b>HOUSING DISTRIBUTION BY INCOME</b> How much housing is available within specific income brackets	PLACE STICKERS HERE
<b>AVERAGE RENT/SALE PRICE</b> Cost of housing	PLACE STICKERS HERE
<b>HOUSING BY BUILDING TYPE</b> Number of housing units by building type (ex. 5,000 sqft single family lot, 3 story multi-family)	PLACE STICKERS HERE
<b>AFFORDABILITY (HOUSING + TRANSPORTATION + ENERGY)</b> Monthly cost of housing, transportation and energy	PLACE STICKERS HERE
<b>HOUSEHOLDS IN MIXED USE OR TRANSIT-ORIENTED DEVELOPMENT AREAS</b> Percentage of households in mixed or transit-oriented development areas defined by DLCD	PLACE STICKERS HERE
<b>NEIGHBORHOOD HOUSING MIX</b> Housing mix by neighborhood association	PLACE STICKERS HERE
<b>HOUSEHOLD TRANSPORTATION COSTS</b> Total household transportation costs	PLACE STICKERS HERE
<b>COMPLETE NEIGHBORHOODS</b> Percentage of housing units within walking distance to parks, schools, shops, services, etc	PLACE STICKERS HERE
<b>PARKS CONGESTION (EQUITABLE DISTRIBUTION OF PARKS)</b> Number of residents served by each park relative to the size of the park	PLACE STICKERS HERE



# Exercise: Priorities

## What are your priorities?



# Community Input

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

Surveys

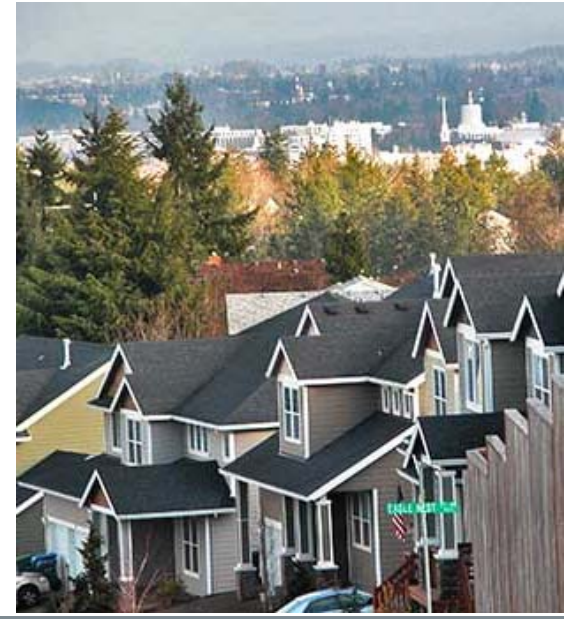
Public workshop: Dec. 5, 2018

Other organizations and events



# Public Input

Questions, Suggestions or Comments?





# Our Salem: Today



Stakeholder Advisory Committee: Nov. 5, 2018