

# Our Salem: Today



Public Workshop: May 8, 2019

# Meeting Agenda

- Project Update
- City Profile
- Greenhouse Gas (GhG) Inventory
- Draft Scenarios and Indicators
  - Report Card
- What do you think?
  - Boards and Your Report Card
- Next Steps
- Questions and Answers



# What is a Comprehensive Plan?

## Comprehensive plans...

- Are based on residents' and stakeholders' values and dreams
- Provide a shared vision for the city to guide future growth and development



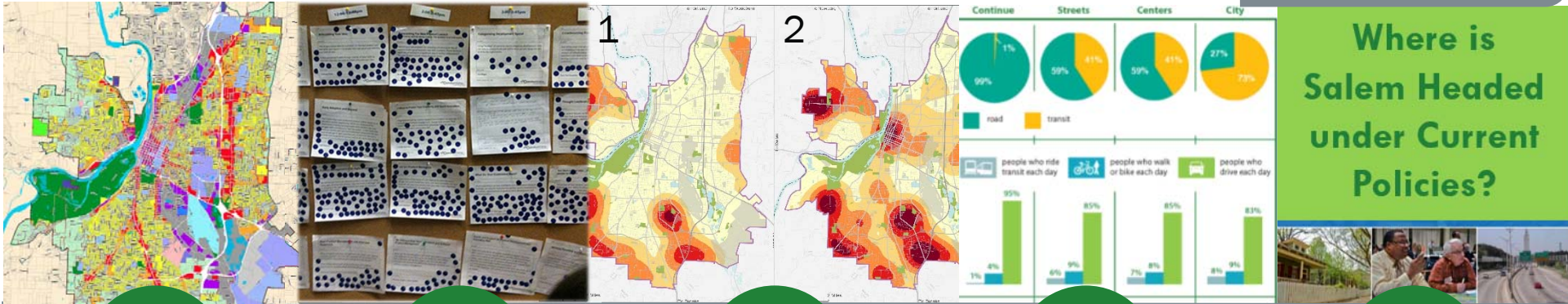
- Provide policies and action items to implement the shared vision

# Salem's Comprehensive Plan Update Process



# Process and Schedule

We are here!



Where is Salem Headed under Current Policies?

1

Review Existing Plans

2

Choose Indicators

3

Develop Scenarios

4

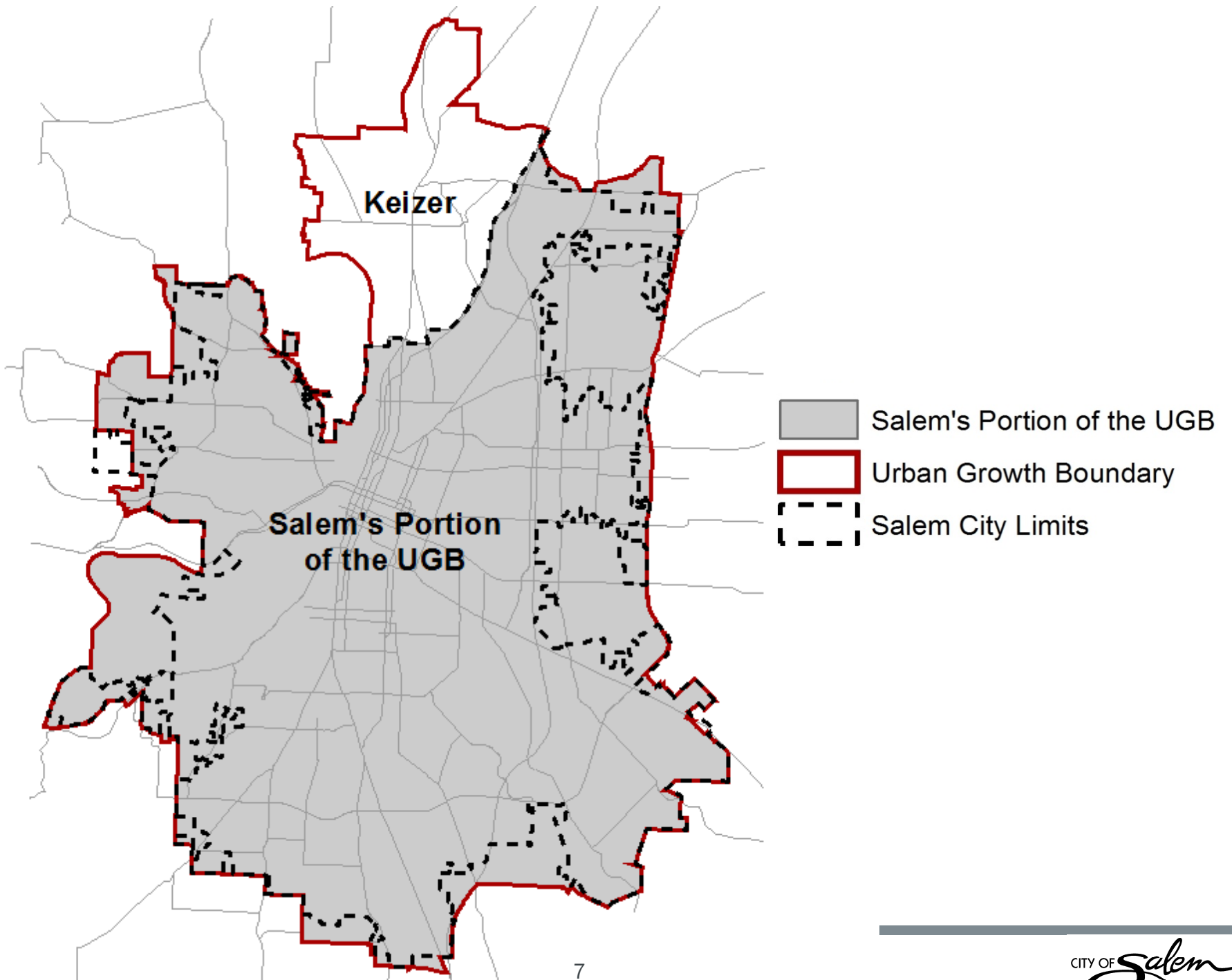
Report Card

5

Report Back

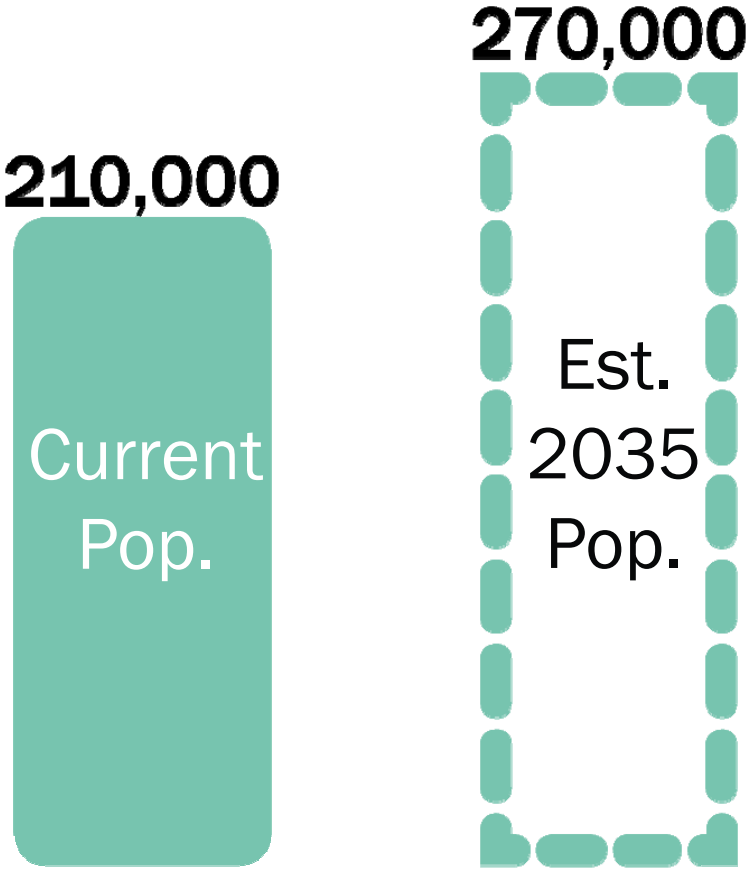


# City Profile



# 60,000 more people by 2035

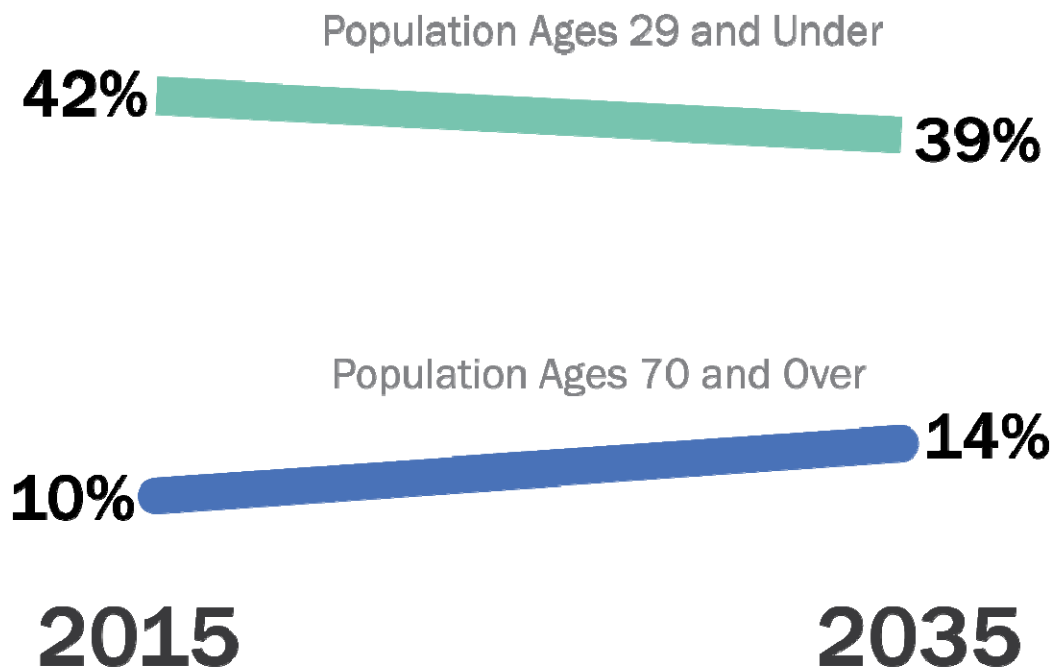
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# Salem's Population is Aging

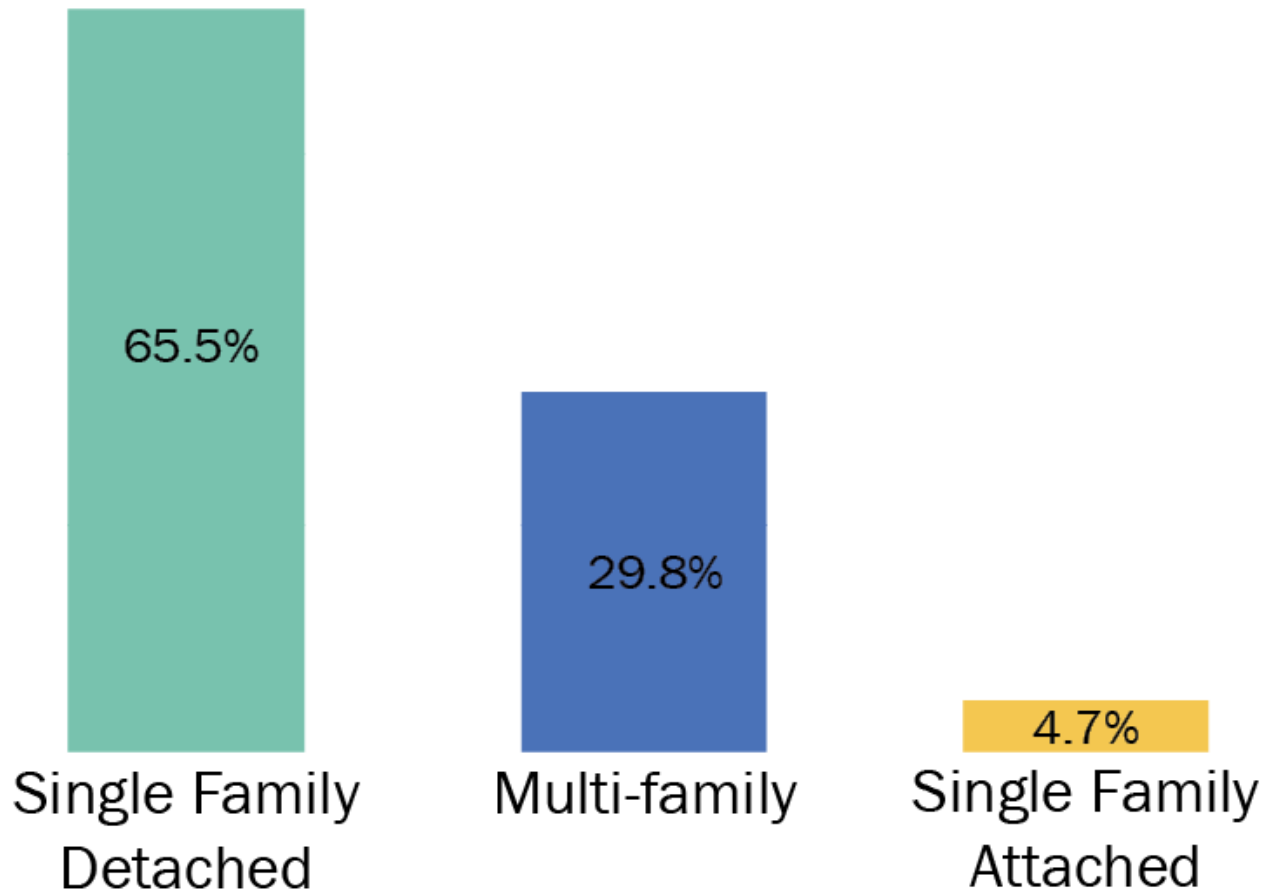
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Source: 2015 Salem Housing Needs Analysis

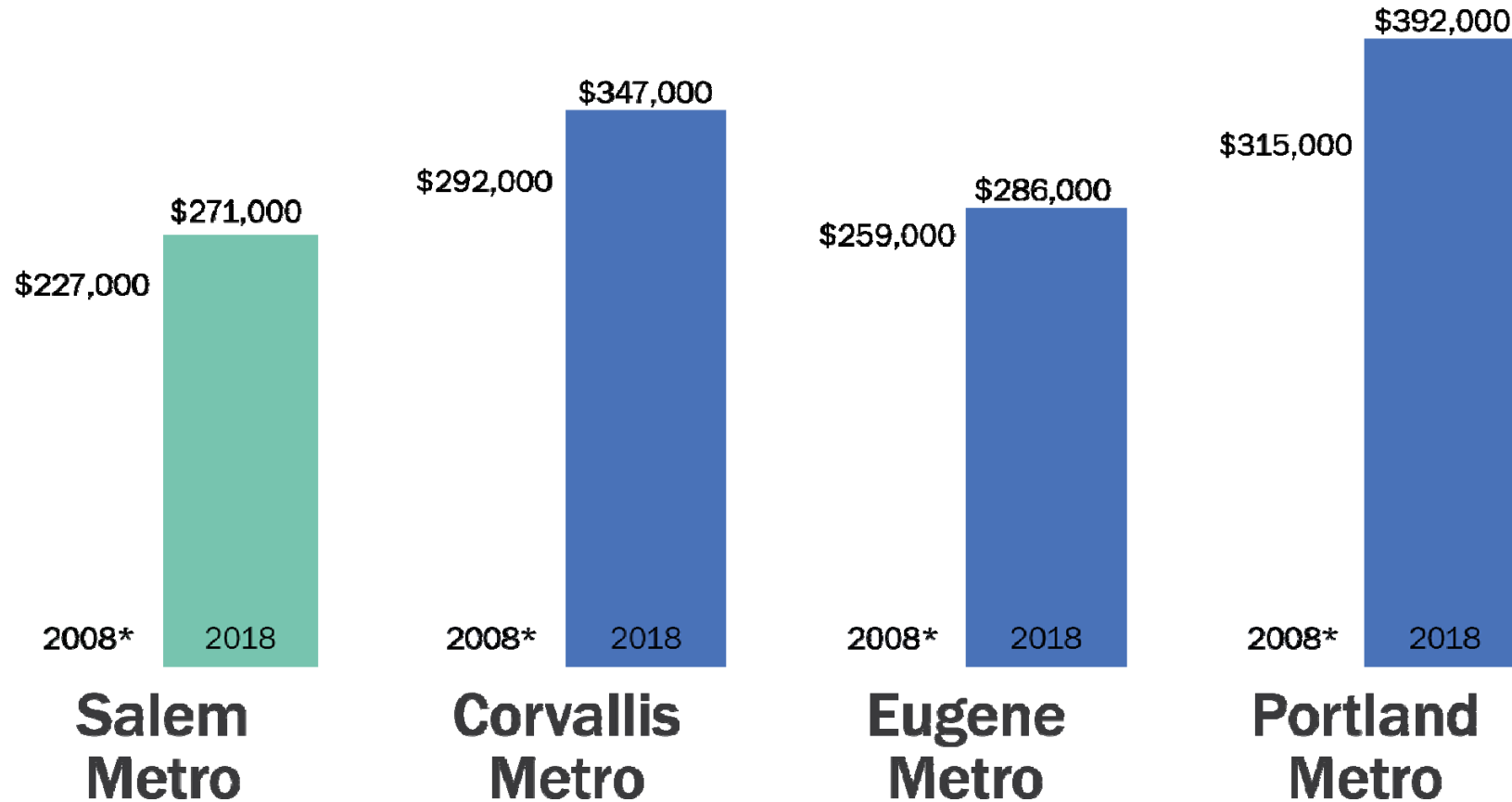
# Salem has a mix of housing types

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# Housing prices are rising following regional and national trends

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\*2008 prices are adjusted for inflation

An aerial photograph of a city, likely Eugene, Oregon, showing a dense urban area with numerous buildings and green spaces. In the background, a prominent snow-capped mountain peak is visible against a hazy sky. The city is surrounded by a mix of residential and commercial buildings, with a river or waterway visible in the lower-left quadrant.

# Community Greenhouse Gas (GhG) Inventory

# Why create a Community GhG Inventory?

- Human activity releases GhGs into the atmosphere, and is the primary cause of global climate (IPCC).
- 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.
- Measuring multiple years of this data allows jurisdictions to track progress toward emissions reduction goals

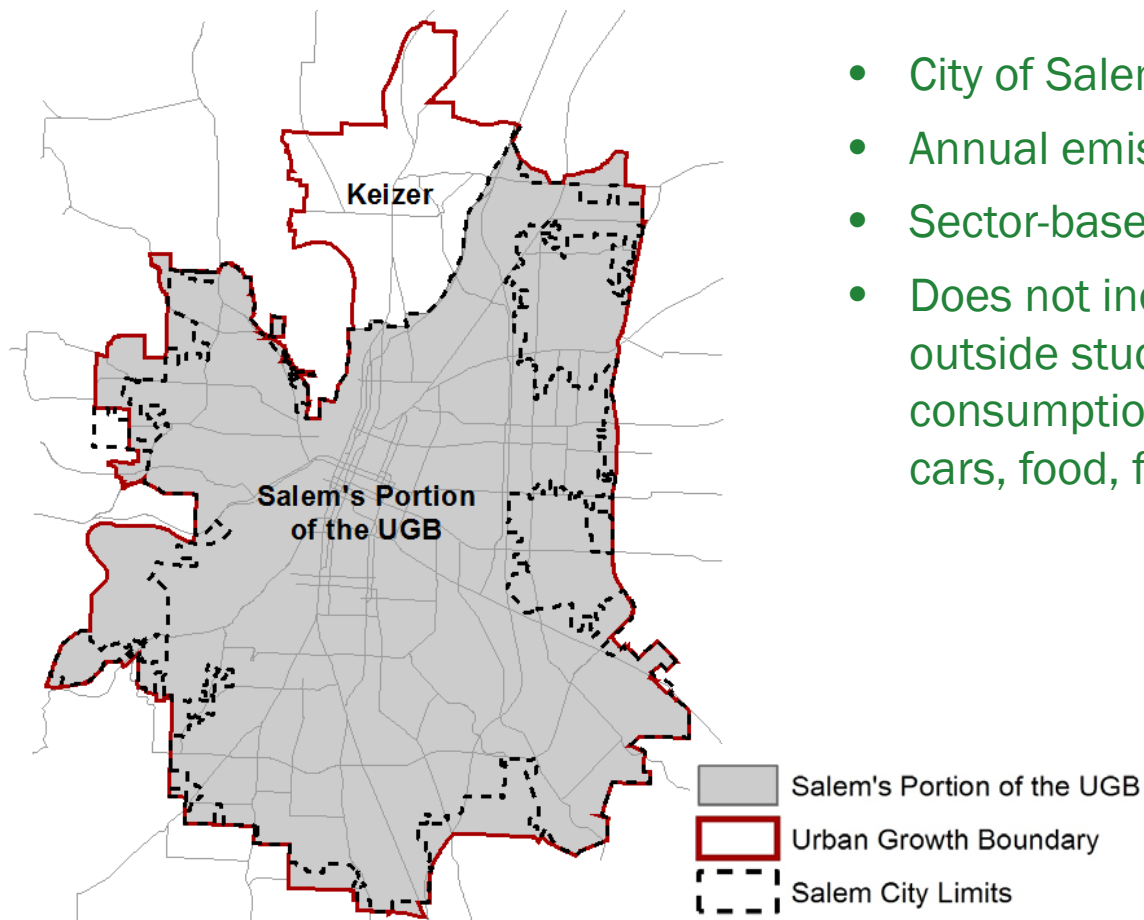


Credit: Flickr / Sheila Sund



Credit: PIXNIO

# Community GhG Inventory Scope



- City of Salem AND Salem UGB
- Annual emissions for 2016
- Sector-based
- Does not include emissions occurring outside study area from Salem's consumption of goods and services like cars, food, fuels, appliances and clothing.

# What sources do we cover?

DIRECT

INDIRECT

SCOPE 1

SCOPE 2

SCOPE 3



MOBILE  
EMISSIONS

Driving within city limits and local flights originating from Salem's



STATIONARY  
COMBUSTION

Combustible fuel use, such as natural gas, in residential and commercial buildings.



WATER &  
WASTEWATER

Water supply and wastewater generation within city limits.



ELECTRICITY  
GENERATION

Electricity used by Salem's residential and commercial customers.



AGRICULTURE  
/ URBAN  
FORESTRY

Carbon released by agriculture fertilizer and carbon removed by urban tree cover.

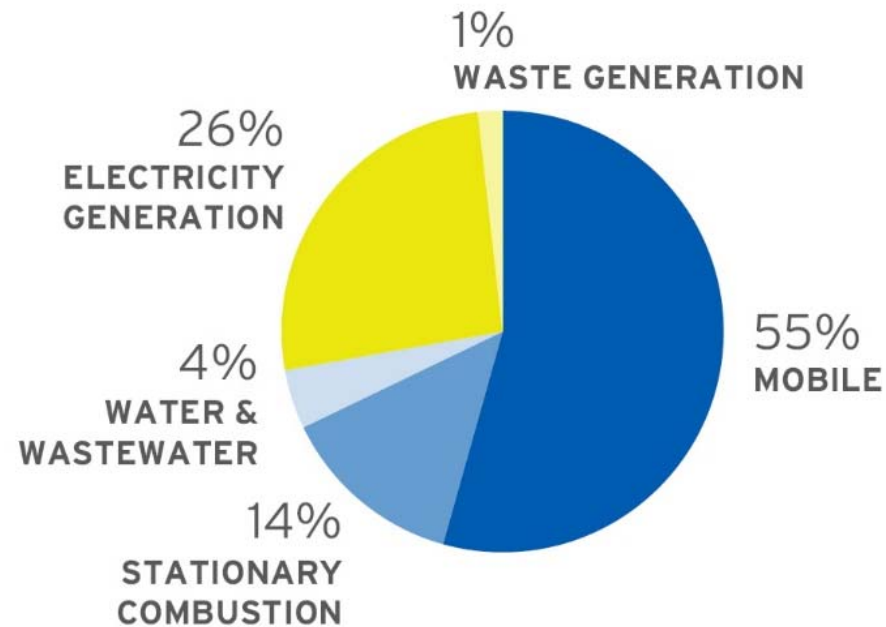


WASTE  
GENERATION

Solid waste sent to landfills and waste-to-energy facilities.

# Inventory Results

CITY OF SALEM GROSS GHG EMISSIONS  
BY SOURCE\* (2016)



\* Agriculture and urban forestry not included due to a net reduction in GhG emissions.



# Inventory Highlights – Electricity

ELECTRICITY GENERATION:

## AT A GLANCE

OVER 54% OF SALEM'S  
ELECTRICITY USE

**Is the result of commercial or industrial activities**

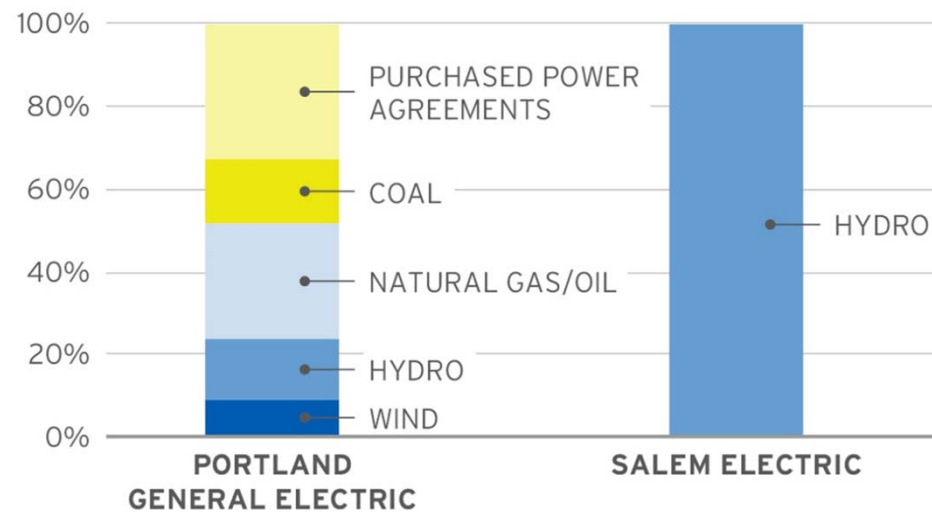
1.28 BILLION KILOWATT HOURS (kWh)

**Delivered to Salem residents and businesses in 2016**

400,814 METRIC TONS OF CO<sub>2</sub>e

**Released into the atmosphere from this  
emissions source**

## ELECTRICITY FUEL MIX



Source: Salem Electric and Portland General Electric (2019)

# Inventory Highlights - Transportation

MOBILE EMISSIONS:

## AT A GLANCE

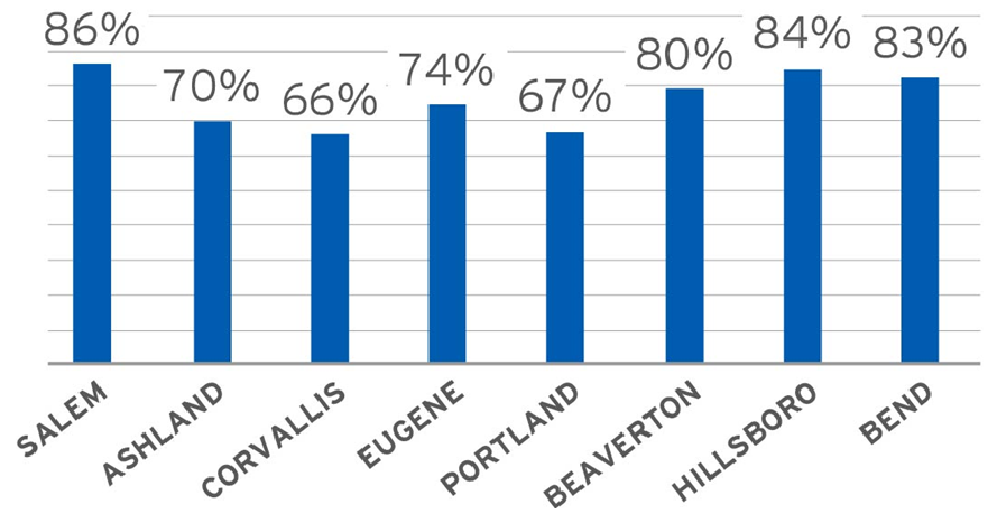
OVER 4 MILLION AVERAGE DAILY VMT  
From trips starting and/or ending in Salem city Limits

11,085 ANNUAL TRIPS  
Made by local air traffic from McNary Field

837,185 METRIC TONS OF CO<sub>2</sub>e  
Released into the atmosphere from this emissions source

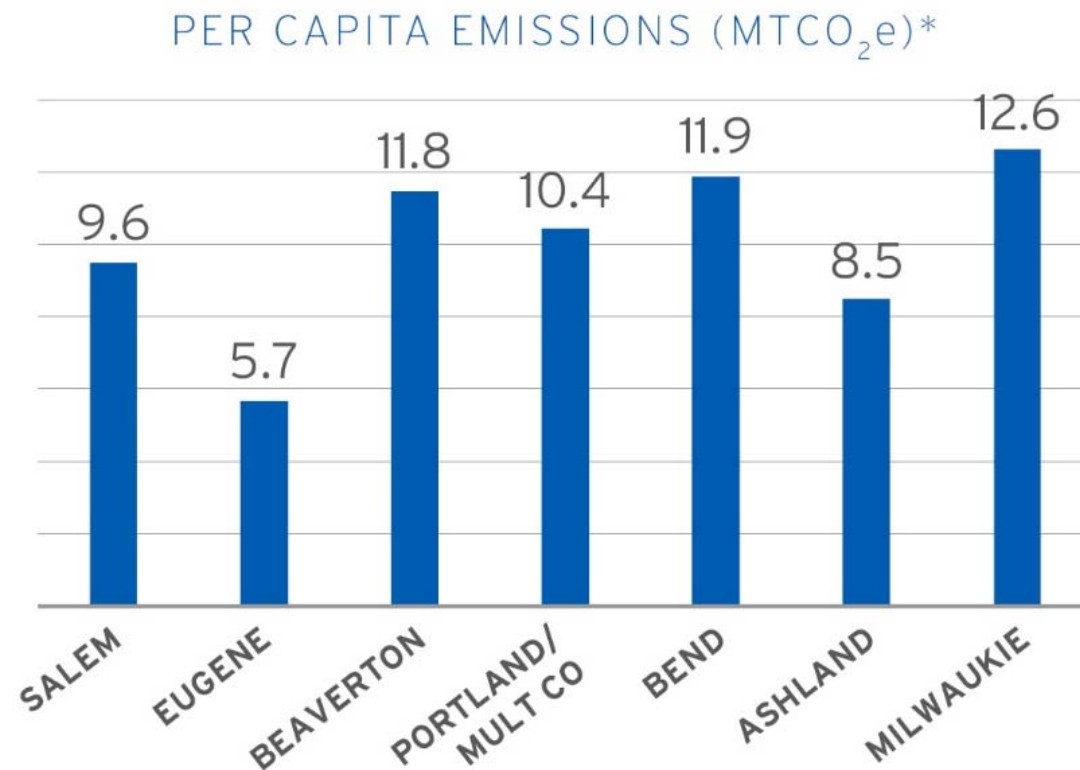
63% OF SALEM'S WORKERS  
Commute from outside of Salem's city limits

Means of Transport to Work  
Drove alone or Carpooled



Source: 2012-2016 American Community Survey (ACS) 5-Year Estimates

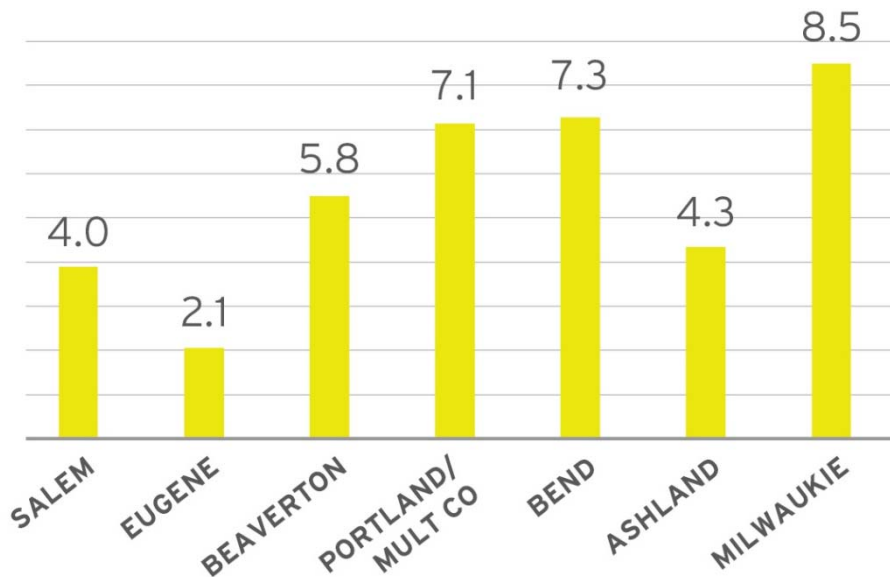
# How do other cities compare?



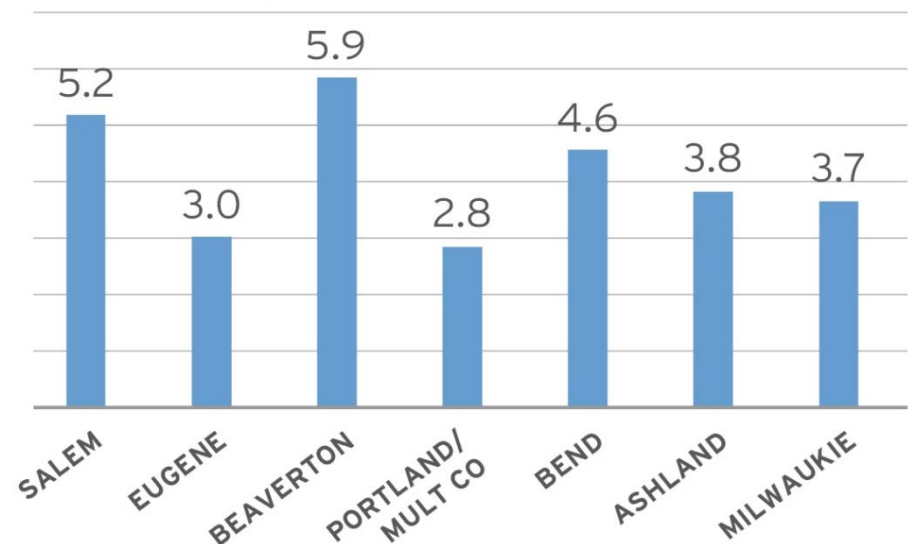
Note: Comparison inventory years vary (Eugene: 2015, Beaverton: 2013, Bend: 2016, Portland: 2008, Ashland: 2015, Milwaukie: 2016)

# How do other cities compare?

PER CAPITA ENERGY EMISSIONS (MTCO<sub>2</sub>e)\*



PER CAPITA TRANSPORTATION EMISSIONS (MTCO<sub>2</sub>e)

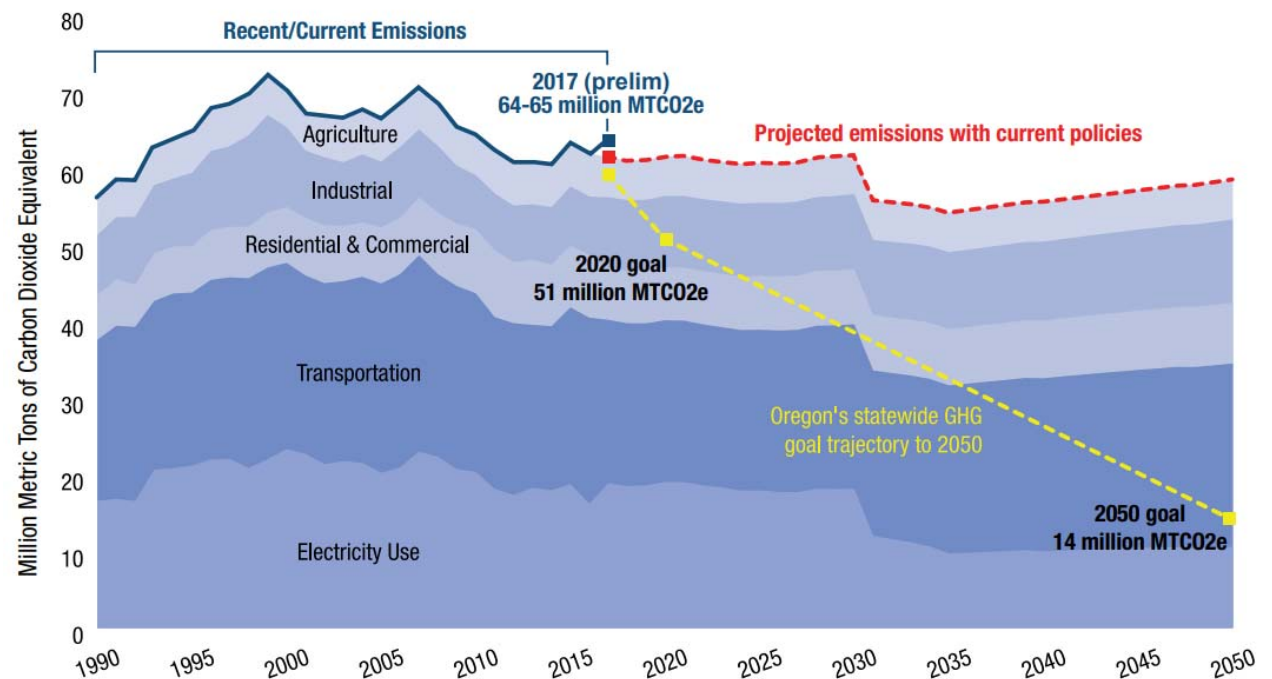


\*Stationary energy use from electricity, natural gas, and other fuels.

# What's next?

- Inventory additional years of data (backward looking)
- Look to best practices for setting emissions reductions targets
- Consider developing a climate action plan

Figure 8. Oregon past and projected greenhouse gas emissions compared to goals



Credit: State of Oregon Greenhouse Gas Emissions Inventory (2018)

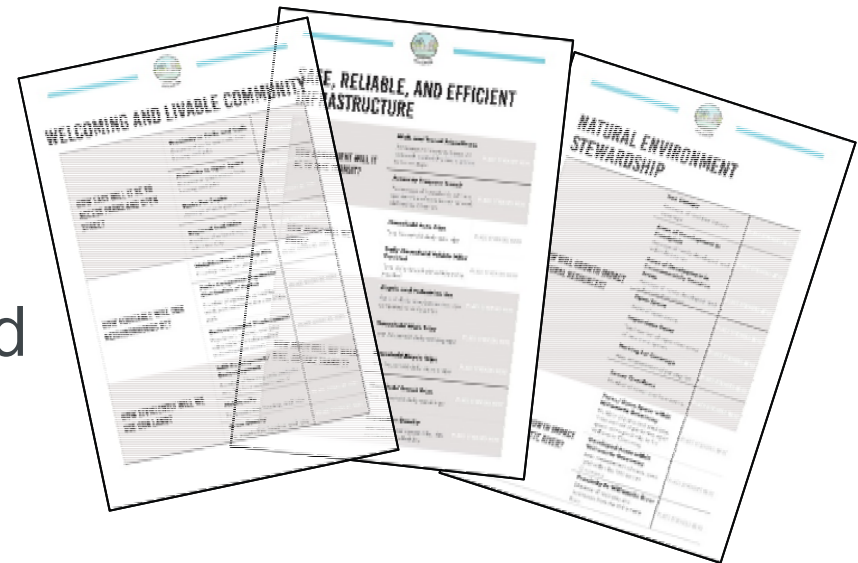


# Indicators and Scenarios

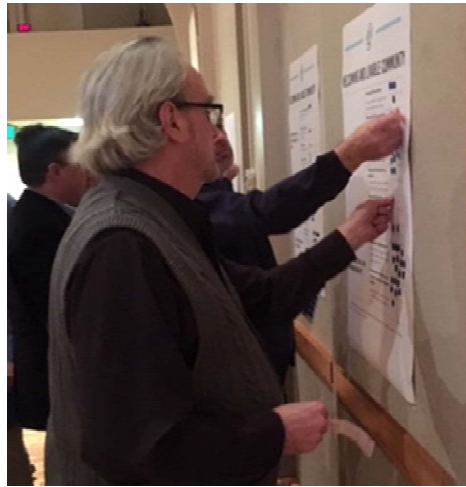
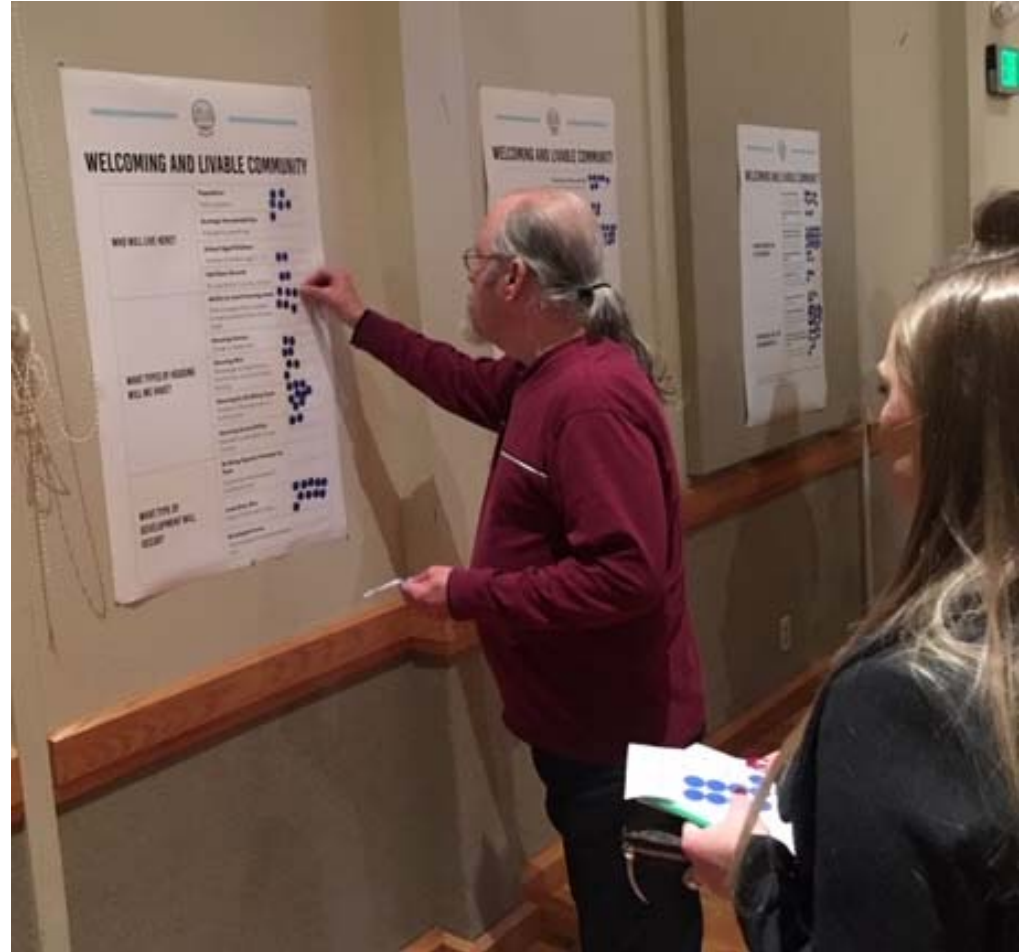
# Indicators Chosen

The indicators are:

1. Variables that can be measured on a map
2. Questions for which good data is available
3. Can be influenced by a Comprehensive Plan



# December Community Workshop





# Top 20 Indicators

## “Result Areas”

Welcoming and Livable Community	Safe, Reliable, Efficient Infrastructure	Strong and Diverse Economy	Good Governance	Natural Environment Stewardship	Safe Community
Affordability	Walk and Transit Friendliness	Employment Mix	Revenue-to-Cost Ratio	Development in Environmentally Sensitive Areas	Traffic and Pedestrian Accidents
Housing Affordability	Access to Frequent Transit	Average Wage	Annual Level of Service <i>(Cost per capita)</i>	Tree Canopy	Active Transportation
Complete Neighborhoods	Bicycle and Pedestrian Use	Jobs and Housing Balance	Property Tax Revenue	Total Greenhouse Gas Emissions	
Proximity to Parks and Trails				Air Pollutant Reduction	
Infill Development and Redevelopment					

An aerial, grayscale photograph of Salem, Oregon. The city is densely packed with buildings and greenery. In the foreground, a large body of water, likely the Willamette River, is visible with a small dock and a boat. The background features a range of mountains, with the prominent, snow-capped peak of Mount Hood centered in the distance. The overall scene is a wide-angle, high-altitude view of the city and its surrounding landscape.

# **Salem is Growing**

## **How We Grow Matters**

# What is Scenario Planning?

## Conventional Approach: One Possible Future

The Present



The Future



# Scenario Planning Explores Multiple Possible Futures



# Two Future Scenarios

These are not alternative growth scenarios used for Visioning

Both assume current City policies

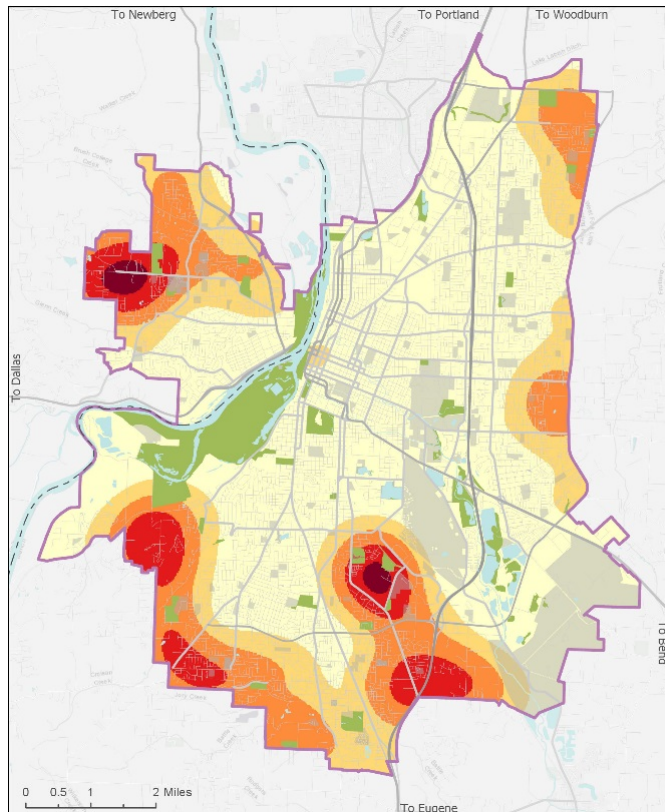
## Scenario 1: Current Trends (Most Likely)

- Population: 54,000 more people (Forecast =60,000)
- Density: Lower than allowed
- Redevelopment: Some

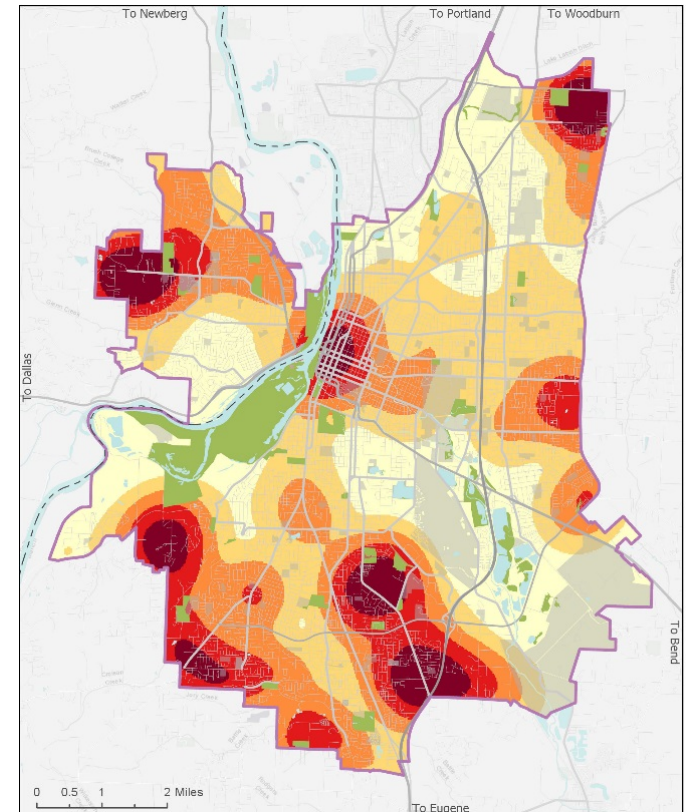
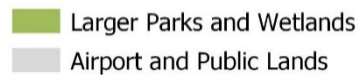
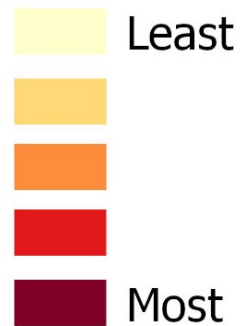
## Scenario 2: Zoning Buildout (Maximum Density)

- Population: 93,000 more people
- Density: Maximum allowed (housing)
- Redevelopment: Much more

# New Households

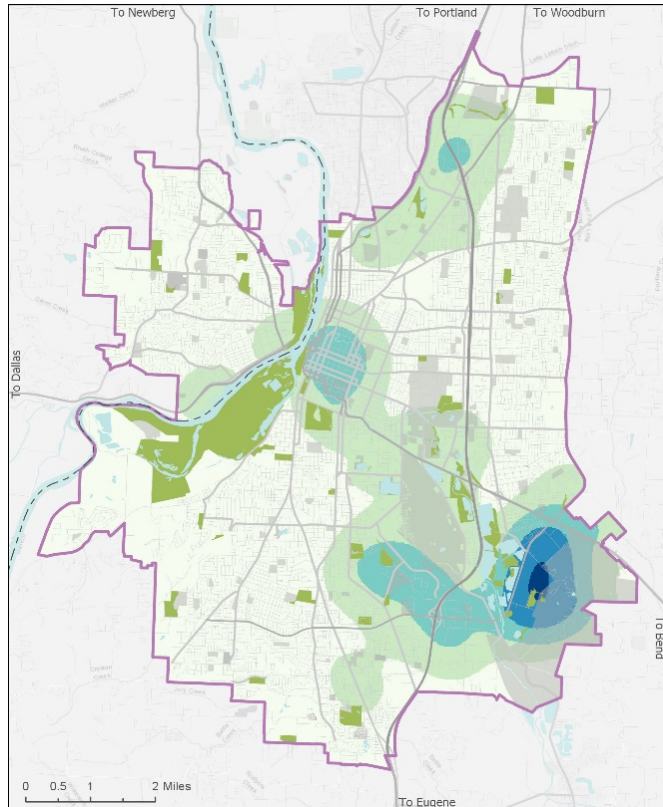


Current Trends

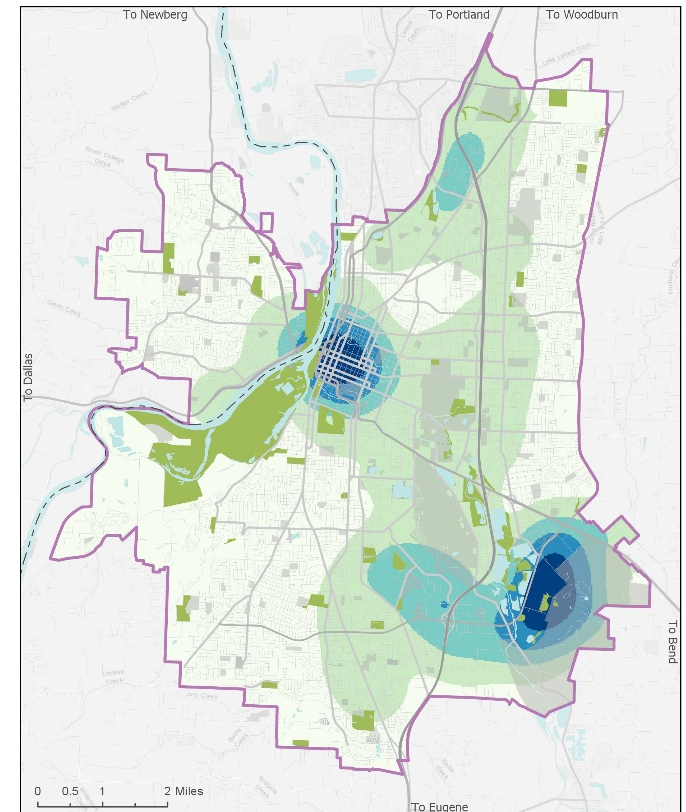
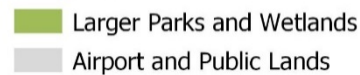
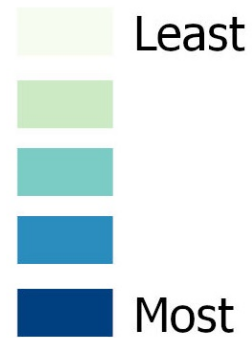


Zoning Buildout

# New Jobs

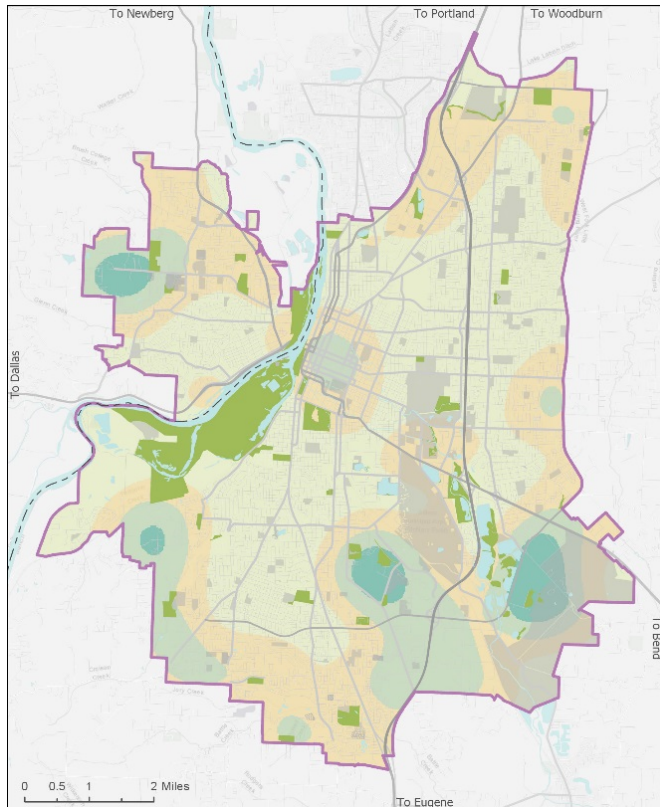


Current Trends

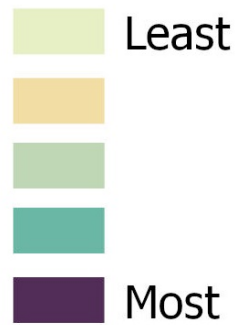




Zoning Buildout

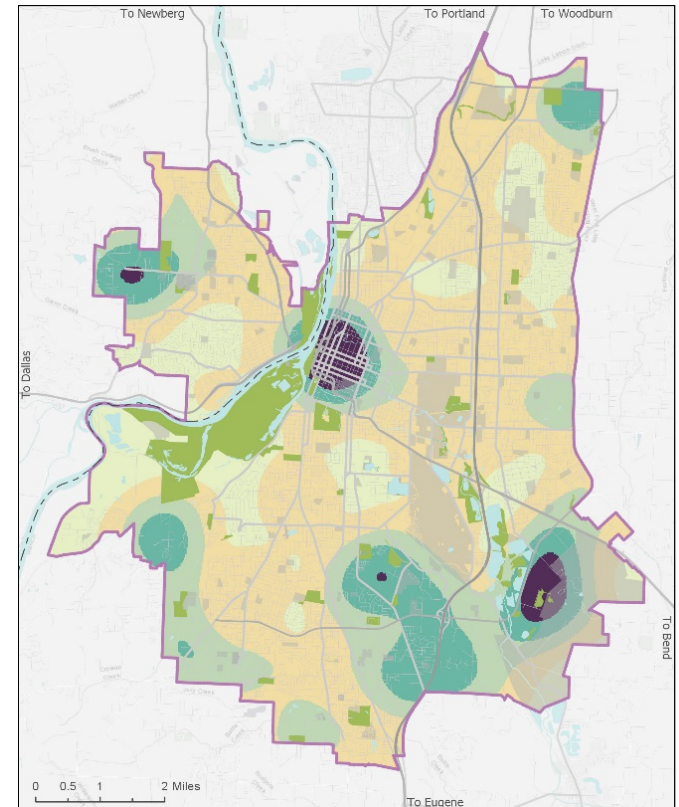
# New Activity = Households + Jobs



Current Trends



-  Larger Parks and Wetlands
-  Airport and Public Lands



Zoning Buildout



# Many Indicator Results were Different

## Similar:

1. Affordability (Housing + Transportation + Energy)
2. Housing Affordability
3. Complete Neighborhoods
4. Walk and Transit Friendliness
5. Jobs/Housing Balance
6. Active Transportation
7. Bicycle and Pedestrian Use
8. Average Wage
9. Tree Canopy
10. Employment Mix
11. Access to Frequent Transit
12. Proximity to Parks and Trails
13. Revenue-to-Cost Ratio
14. Annual Level of Service

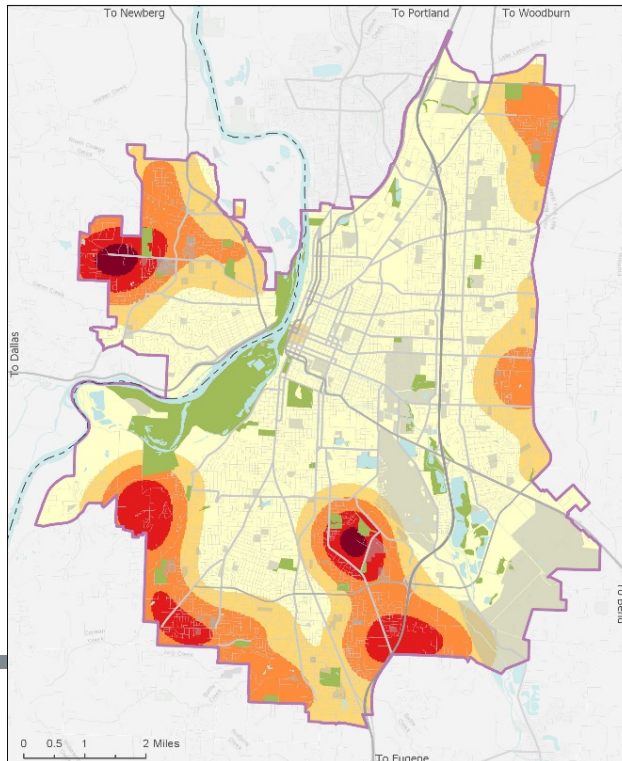
## Different:

15. Property Tax Revenue
16. Traffic/Pedestrian Accidents
17. Infill Development/  
Redevelopment
18. Development in Slopes,  
Floodplain and Riparian Areas
19. Greenhouse Gas Emissions
20. Air Pollution Reduction

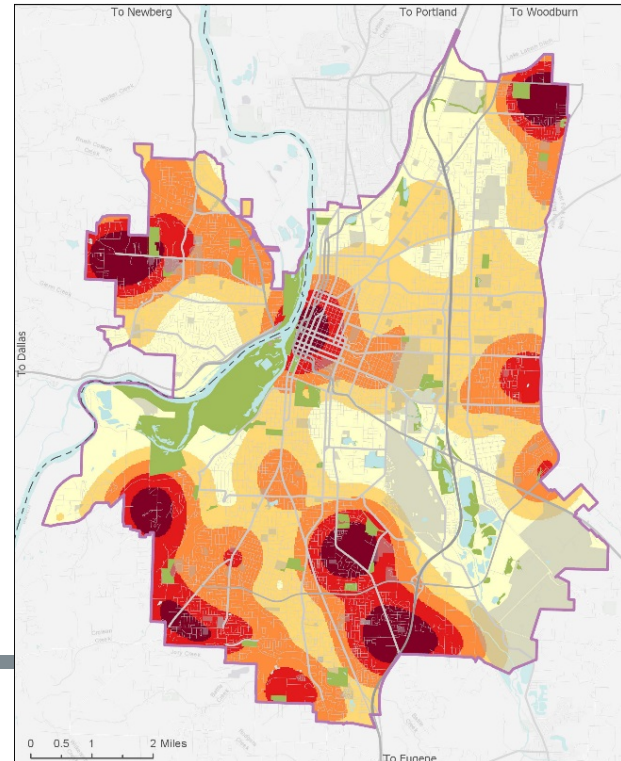
# Why Were They Similar?

- New homes continue to be built on the edges
- New jobs mirror current jobs
- Current policies remain in place

Current Trends



Zoning Buildout



# Why Were They Different?

- More development in the Zoning Buildout Scenario
- Different types of development
  - Redevelopment
  - Mixed use Downtown
- Population varies between scenarios (54,000 vs. 93,000)
  - Direct impact on revenue, accidents, etc.
  - Less to do with where development occurs

# Our Salem Report Card

## SCENARIO PLANNING KEY INDICATORS

More information about these indicators is available on our website:  
[www.cityofsalem.net/Pages/our-salem.aspx](http://www.cityofsalem.net/Pages/our-salem.aspx)

Welcoming and Livable Community	Safe, Reliable, Efficient Infrastructure	Strong and Diverse Economy	Good Governance	Natural Environment Stewardship	Safe Community
Affordability	Walk and Transit Friendliness	Employment Mix	Revenue-to-Cost Ratio	Development in Environmentally Sensitive Areas	Traffic and Pedestrian Accidents
Housing Affordability	Access to Frequent Transit	Average Wage	Annual Level of Service (Cost per capita)	Tree Canopy	Active Transportation
Complete Neighborhoods	Bicycle and Pedestrian Use	Jobs and Housing Balance	Property Tax Revenue	Total Greenhouse Gas Emissions	
Proximity to Parks and Trails				Air Pollutant Reduction	
Infill Development and Redevelopment					

### Our rating system

The colored icons indicate how we think we're doing. More information is available on our website showing what we learned.

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



We seem to be heading in the right direction. We are meeting goals or targets we set in the past. We are comparable with other cities or are meeting national standards.



Is this the right direction? We do not have targets established in this area, and we are not sure where the community wants to go.

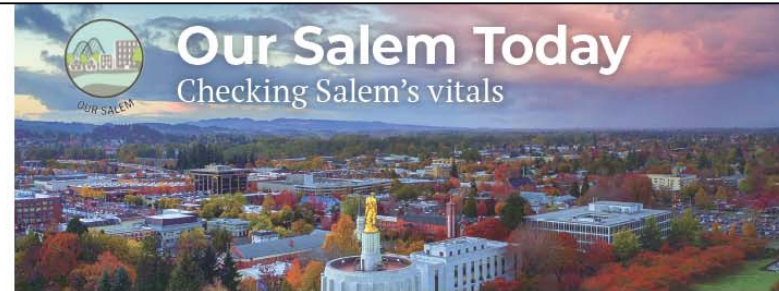


We are not meeting targets we set for our city. We are falling behind other similar cities in this area. We seem to be moving in the wrong direction.

FOR MORE INFORMATION, PLEASE VISIT:  
[www.cityofsalem.net/Pages/our-salem.aspx](http://www.cityofsalem.net/Pages/our-salem.aspx)

**Eunice Kim** ekim@cityofsalem.net  
 Project Manager 503-540-2308

Spring 2019



## HOW ARE WE DOING TODAY? HOW ARE WE GROWING?

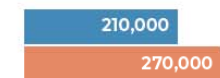
- How livable are our neighborhoods?
- How strong is our economy?
- How sustainable is our community?

The City has launched a multi-year project to update the Salem Area Comprehensive Plan, which guides development in the Salem area. In spring 2019, we examined the existing conditions of our city—our vital signs—then we looked at our future if we keep growing the way we've been growing. We looked at how we're doing now in twenty "key indicators" that community members helped select.

### Now we ask:

- "Are we heading in the right direction?"
- "What is our community vision for the future?"

We expect 60,000 more people in Salem\* by 2035.



\*This includes Salem's portion of the urban growth boundary

## THIS PHASE

### Checking Salem's Vitals

- How are we doing today?
- What happens as we experience growth?
- Are we meeting goals and targets we've set?
- How do we compare to other cities?
- Are we heading in the right direction?

» 2018–SPRING 2019

## FUTURE WORK

### Establishing a community vision for future growth, and updating the Comprehensive Plan

- What do we value?
- How do we want Salem to grow and develop?
- What goals do we have?
- How can we improve our community?
- What goals and policies do we want to guide development and how we grow?

» BEGINS SUMMER 2019

# Are we heading in the right direction?



We seem to be heading in the right direction.



Is this the right direction?



We are moving in the wrong direction.

We are doing well in some areas, doing less well in others, and we have questions that we need the citizens help to answer.

# Indicator Sheets

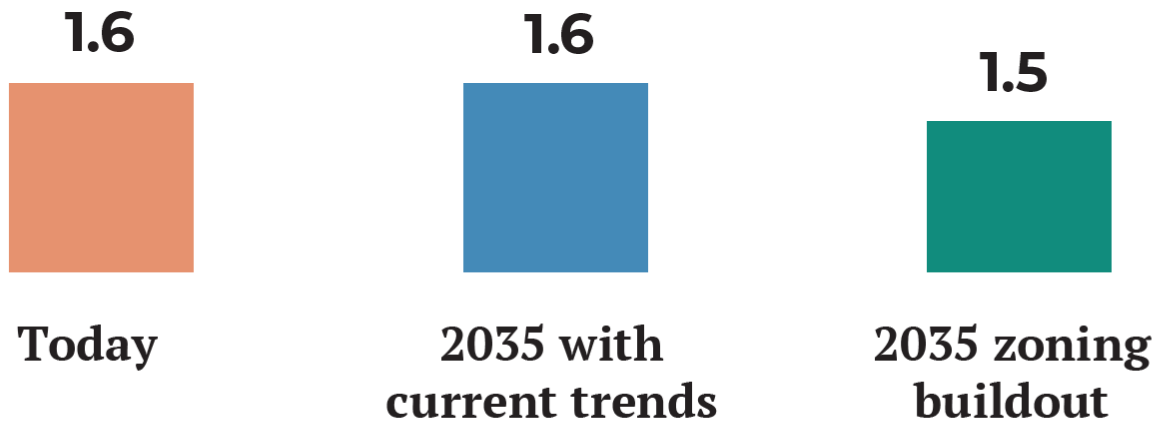
Indicator sheets for each “Result Area”

Welcoming and Livable Community	Safe, Reliable, Efficient Infrastructure	Strong and Diverse Economy	Good Governance	Natural Environment Stewardship	Safe Community
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# Jobs/Housing Balance

RATIO BETWEEN NEW HOUSING  
AND NEW JOBS

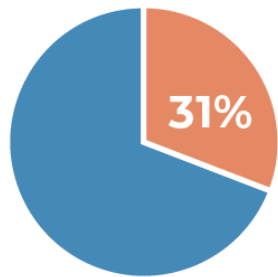


We seem to be heading in the right direction.

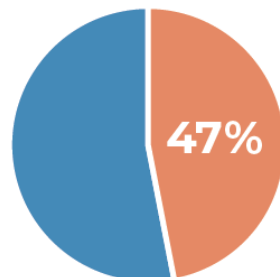
Having a good balance of housing and jobs is important for many reasons. Salem in general has many jobs and will continue to in the future.

# Infill & Redevelopment

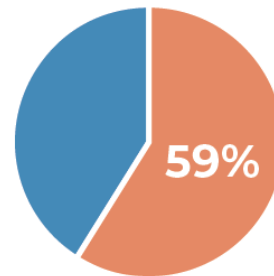
## PERCENT OF NEW HOUSING THROUGH REDEVELOPMENT AND INFILL PROJECTS



**Today**



**2035 with  
current trends**



**2035 zoning  
buildout**



We seem to be heading in the right direction.

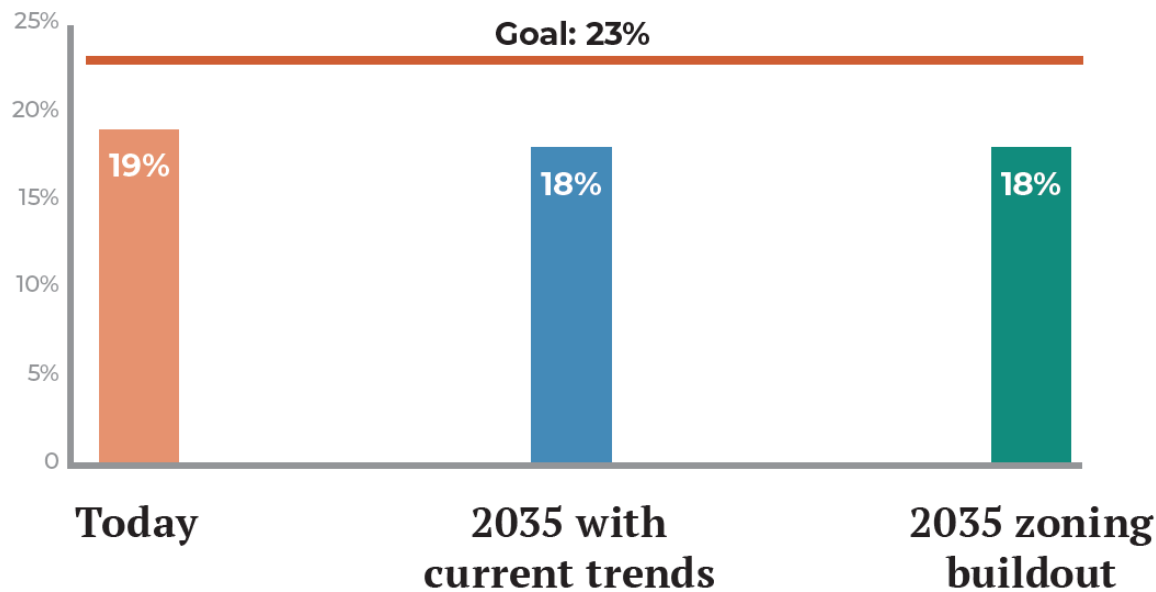
About a third of new housing development today is from recent infill or redevelopment.

This will increase in the future and that aligns with existing policies that promote infill and redevelopment.



# Tree Canopy

THE PERCENTAGE OF TREE CANOPY IN SALEM

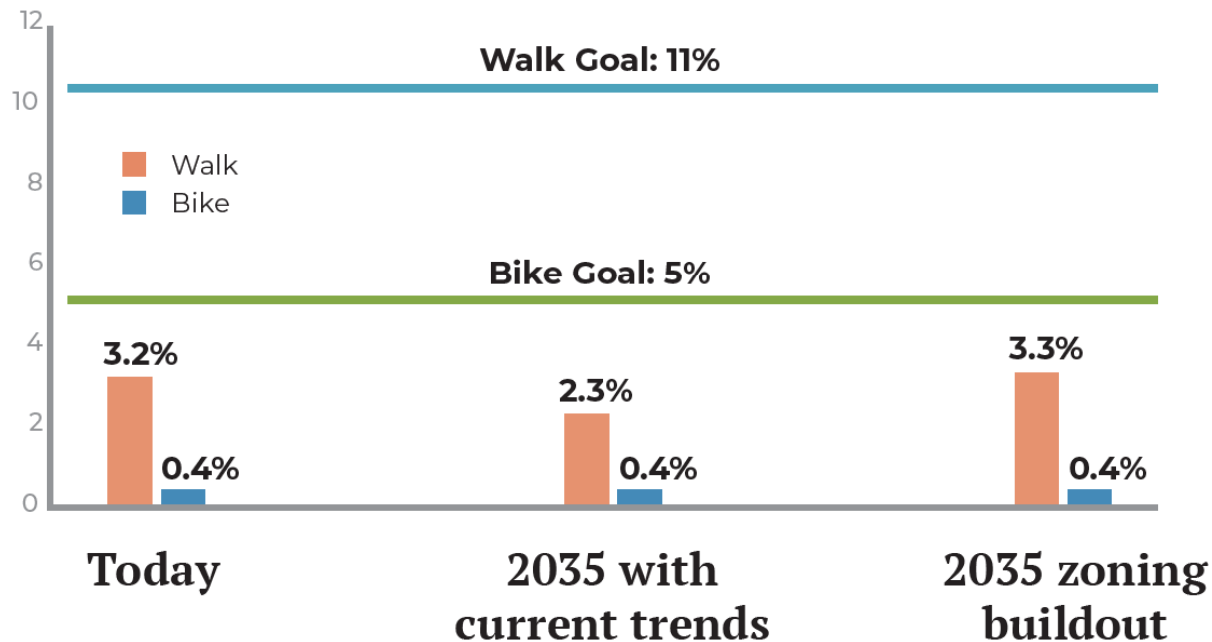


We are moving in the wrong direction.

Trees provide environmental and quality-of-life benefits. We currently don't meet our target of 23%.

# Walking & Biking Trips

PERCENTAGE OF TRIPS BY BIKE OR WALKING

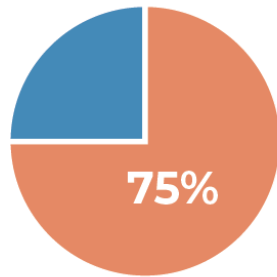


We are moving in the wrong direction.

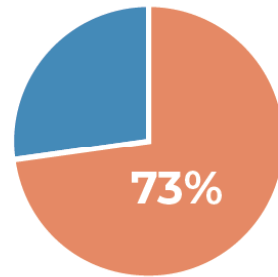
Salem has adopted targets to increase walking and biking trips by 2020. We are not projected to meet our goal.

# Proximity to Parks

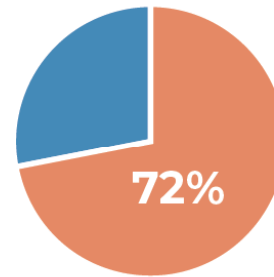
PERCENT OF PEOPLE  
WITHIN 1/2 MILE OF A PARK



Park access:  
**Today**



Park access:  
**2035 with  
current trends**



Park access:  
**2035 zoning  
buildout**



Is this the right  
direction?

The percentage of households living within a half-mile of a park drops in the future.

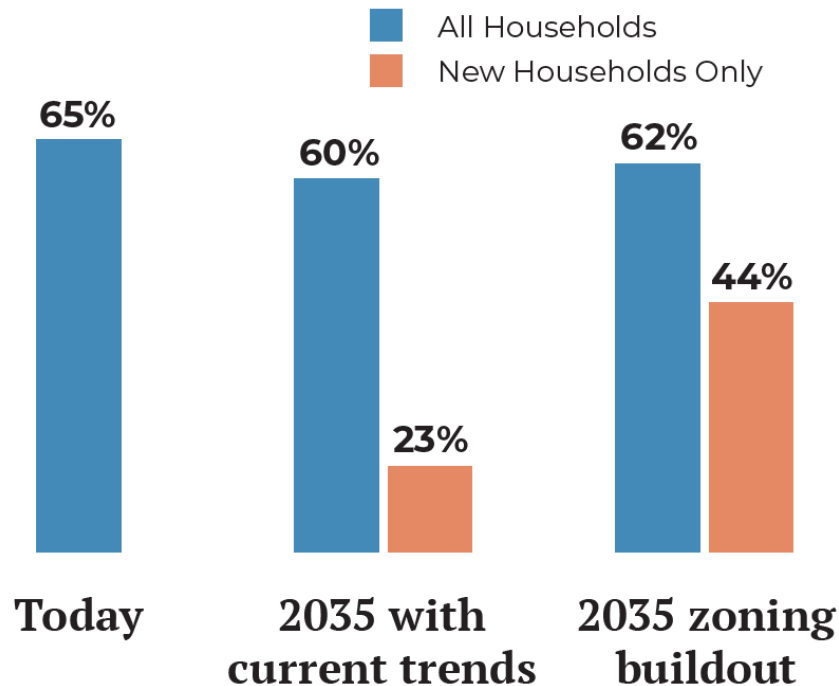
Will we need more parks in the future?

# Complete Neighborhoods

A “complete neighborhood” means people live within walking distance of parks, schools, grocery stores, businesses, transit.

Is this important for the future of Salem?


PERCENT OF HOUSEHOLDS IN “COMPLETE NEIGHBORHOODS”



Is this the right direction?

# Please Provide Feedback

- Take some time to review the report card and indicator sheets
- Ask question and share your thoughts with the staff and consultant team
- Mark your grades on the comment form










Public Open House – May 8, 2019

**Do you think we're heading in the right direction?**

Community members helped choose 20 indicators or "vital signs" to check how Salem is doing today and what happens in the future given existing rules around how we develop. Look at the information and let us know if we're heading in the right direction or if we should make some changes. Explain your response or provide ideas about what might help.

= We're heading in the right direction.
  = I think we should consider making some changes. Let's talk about our vision and set some targets.
  = We are moving in the wrong direction. We need to do something different.

Check one for each:    Tell us more about your response:

Welcoming and Livable Community					
	AFFORDABILITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	HOUSING AFFORDABILITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	COMPLETE NEIGHBORHOODS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	PROXIMITY TO PARKS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	INFILL DEVELOPMENT & REDEVELOPMENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Safe, Reliable, and Efficient Infrastructure					
	WALK AND TRANSIT FRIENDLINESS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	ACCESS TO FREQUENT TRANSIT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	BICYCLE AND PEDESTRIAN USE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Safe Community					
	TRAFFIC AND PEDESTRIAN ACCIDENTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	ACTIVE TRANSPORTATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Continued →

# What's Next?

## Community Visioning!

- How do we want Salem to grow and develop?
- What do we value?
- What goals do we have?
- How can we improve our community?



# Visit project website for updates

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

### We're checking Salem's vitals

How livable are our neighborhoods? How strong is our economy? How sustainable is our community?

The City has launched a multi-year project to update the Salem Area Comprehensive Plan, which guides development in the Salem area. This is a big project, so it has been broken into three possible phases.

The first phase, called **Our Salem: Today**, focuses on examining the existing conditions of the city – our vital signs – and evaluating difference scenarios for how Salem could grow under current policies. The City has hired a consulting team to work on the first phase and the first phase only.

The Our Salem: Today phase includes several tasks:

- Review existing plans to identify City goals and priorities
- Choose measures to evaluate the city
- Conduct a greenhouse gas inventory to determine the community's impact on the environment
- Create and evaluate scenarios to illustrate how Salem could grow

The first phase is expected to take nine months to a year to complete. It will inform critical discussions and decisions about future growth in the city.

Future phases will be determined when the current phase is complete. If future phases are needed, they will follow the themes below:

- **Phase 2**  
Our Salem: What's Possible – Establish the community's vision for future growth and development
- **Phase 3**  
Our Salem: What's Next – Update the Comprehensive Plan to implement the community's vision

### Upcoming meetings

A public workshop will be held on Wednesday, Dec. 5 from 6 to 8 p.m. at the Court Street Christian Church, 1699 Court St NE, Salem. **Please note this new location.**


### Project updates

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### We want your input

How safe is the Salem community?

Submit your answer



Salem Community Connection  
Our Salem: Today

### Project phases

Phase 1  
Evaluate existing conditions and how Salem could grow

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Phase 2  
Establish a community vision for future growth



# Our Salem: Today



Public Workshop: May 8, 2019