

SALEM-KEIZER REGIONAL SCENARIO PLANNING

SPRING 2024 OUTREACH SUMMARY

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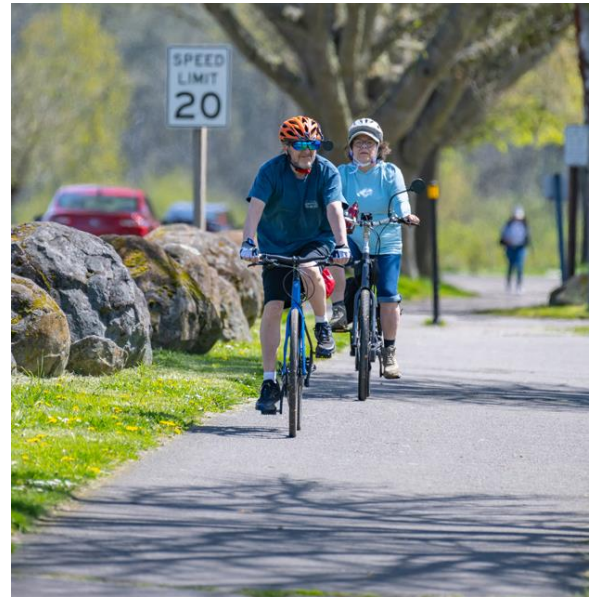
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PROJECT OVERVIEW

Over the past decade, the communities of Salem, Keizer, and Marion County have shared their visions for the region's future growth and development. Now, the cities and county are collaborating on a Regional Scenario Plan to address how transportation systems and land use plans can create a future where people can have choices about how they get around the region safely.

Spring outreach (from May 9 to June 30, 2024) included a kick-off event held by the local jurisdictions and partners, a project website, an online public survey, social media advertising through each of the partner jurisdictions, meetings with the project's Project Management Team, and presentations to interested parties and community-based organizations.

Most people who participated in events or the survey lived in Salem, followed by Keizer.



- **Most popular initiatives:**
 - Choice in transportation, active transportation planning, safety and accessibility (regarding pedestrian and bike facilities and infrastructure), and planning for people getting around without cars.
 - Salem Equity Roundtable respondents also wanted more frequent bus service.
- **Least popular:**
 - Removing off-street parking, limiting parking, and impacts of paid parking on businesses. Many felt strongly that this might hurt small businesses.
 - There were mixed opinions about electric vehicle (EV) charging stations and incentives.

OVERALL THEMES HEARD

The following themes were commonly collected:

- **Public Transit and Accessibility:**
 - Improve bus routes, stops, frequency, and affordability.
 - Enhance transit accessibility and connectivity.
 - Provide secure bike parking.
 - Expand commuter rail and high-speed rail services.
- **Transportation Infrastructure and Policies:**
 - Prioritize pedestrian and cyclist safety with protected lanes.
 - Support electric bicycles and other personal electric transportation with necessary infrastructure.
 - Expand EV infrastructure and enforce vehicle emissions standards.
 - Mandate EV charging stations for new and existing apartment/condo buildings.
 - Provide subsidized bus passes, ensure ADA parking, and improve public transit frequency.
- **Community and Climate Goals:**
 - Enhance livability through green spaces, diverse housing, and community engagement.
 - Promote green spaces and tree planting.
 - Encourage mixed-use development and access to public transit.
 - Revise climate goals to emphasize transit and cycling.

- Limit vehicle idling whenever possible.
- Concerns about political influence and power.
- **Business and Employment:**
 - Reduce parking lot sizes, eliminate stand-alone lots, and limit free downtown parking hours.
 - Encourage businesses to adopt remote work policies.
 - Provide state support for employers embracing remote work.
- **Economic and Tax Policies:**
 - Implement vehicle miles traveled (VMT) tax, higher gas taxes, and taxes based on vehicle weight and emissions.
 - Offer tax incentives for electric or hybrid car households and penalties for gas-powered vehicles.

See the survey results at the end of the document for more information.

KICK-OFF EVENT

When: Wednesday, May 29, 2024, 4 – 6 p.m.

Where: Courthouse Square, 555 Court Street NE, Salem, OR 97301

The public kick-off event was intended to gain additional feedback on how to achieve local climate goals while planning the region's future. Approximately forty (40) people attended. The event featured boards explaining the project's purpose and asked attendees what felt most important to them about walking, biking, rolling, driving, and using public transit in the area. Project staff were available to answer any questions or discuss specific project elements.



THEMES HEARD

- People were concerned about parking reductions but were generally in favor of reducing greenhouse gas (GHG) emissions and providing better bike infrastructure and transit options.
- Participants expressed a desire for biking, but do not feel safe doing so with the way the bike lanes are currently designed.
 - Several people stressed that Salem needs more protected bike lanes, with one person specifically asking to designate north-south and east-west routes.
 - One person asked if the City would put in designated bus/bike lanes like in Portland.
 - Concerns for pedestrian safety, especially pedestrian deaths. Attendees stated that there have been many; some the result of right-turning vehicles.

- People expressed the need for better transit access, frequency and incentives to increase ridership.
 - Two people mentioned the need for better walking access to transit, including better crosswalks near bus stops.
- There is a need for increased frequency of transit on the weekends because there are times where Route 21 (South Commercial) is standing room only on Sundays due to running once an hour.
 - Some stated they would use transit if it ran more regularly, on 15- or 30-minute intervals.
 - Youth free transit passes were very successful! Youth freedom reduces barriers at a formative time in life.
 - One person asked if there will be a dedicated bus lane in the Salem-Keizer area.
- Concerns about EVs as a climate solution.
 - Components are not recyclable, and batteries use rare components that use coerced labor.
 - Recycling has become less prevalent, but people do care. They are willing to do more for personal responsibility (like during WWII time citizen activities).
 - EVs are prohibitively expensive for many households. Expand consideration of ebikes too.
- Concerns that 30% GHG/VMT is not enough to address climate change.
 - One person expressed skepticism that this project will lead to significant GHG reductions.



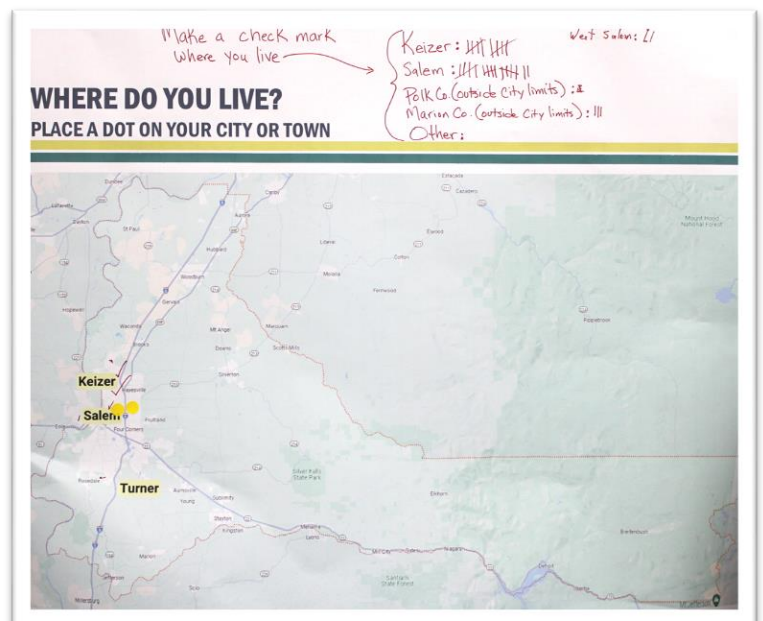
“All of the incentives in the world will not get us out of our cars unless walking and biking are safe.”

EVENT BOARDS

WHERE DO YOU LIVE?

Those who participated in the event were asked to add a dot or write where they lived in the region. Most attendees were from the Salem area, followed by Keizer. A few were from Marion County and one person resided in Rosedale.

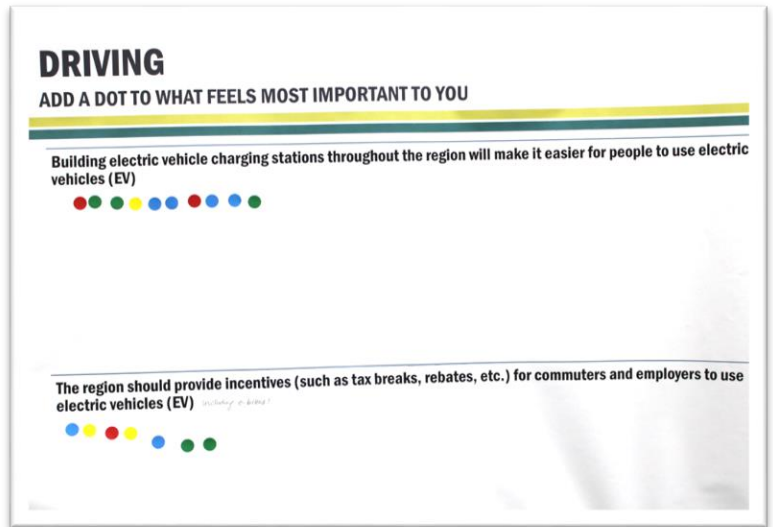
- Salem: 21
- West Salem: 2
- Keizer: 13
- Rosedale: 1
- Marion County: 3



Attendees were also asked to show preference regarding different elements for the categories of “Driving,” “Walking, Biking and Rolling,” “How We Build,” and “Parking.” The following boards show how people responded to these questions, and what their preferences were.

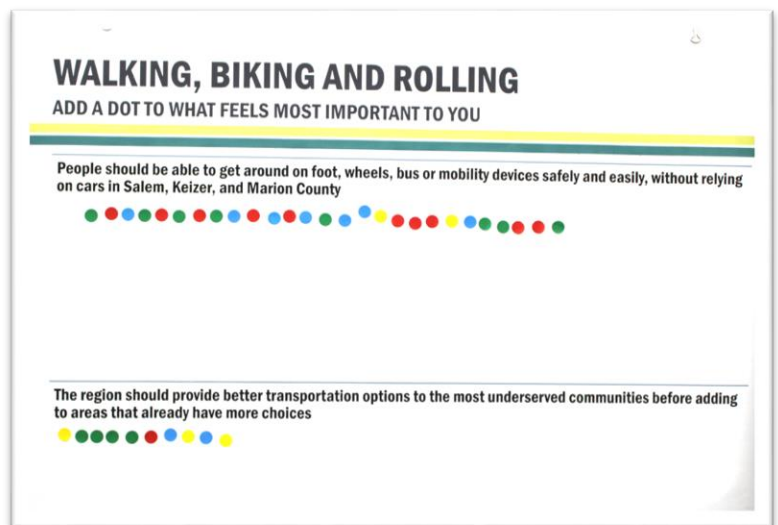
DRIVING: WHAT FEELS MORE IMPORTANT?

A couple more people (10) felt that building EV charging stations throughout the region to make it easier to use EVs was more important to them than the region providing incentives for using them (8).



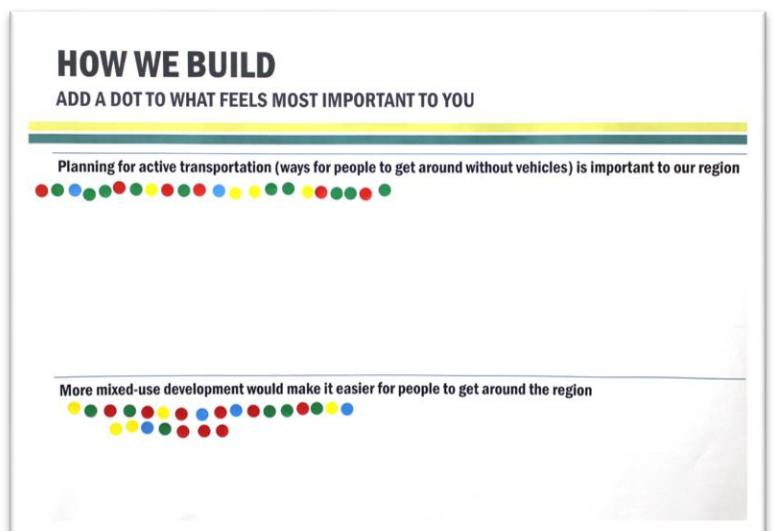
WALKING, BIKING AND ROLLING: WHAT FEELS MORE IMPORTANT?

More people (27) felt that people getting around safely and easily without cars was more important than the region providing better transportation options to underserved areas before adding to areas that have more choices (10).



HOW WE BUILD: WHAT FEELS MORE IMPORTANT?

A couple more people (24) felt that additional mixed-use development would make it easier for people to get around the region than planning for active transportation in the region (22).



PARKING: WHAT FEELS MORE IMPORTANT?

Twelve (12) people felt that on- and off-street parking should be limited to encourage people to use other ways to get around besides a car, while eight (8) felt that eliminating off-street parking/parking lots might hurt small businesses and the community.

SURVEY RESULTS

The project team hosted an online survey in English and Spanish, which was open from April 15 to July 1, 2024. Additionally, the City of Salem distributed paper surveys with the same questions to the City’s Equity Roundtable and had responses from Salem for Refugees, the ENLACE Community Development Project and NW Senior and Disability Services. In total, there were **277 responses**.

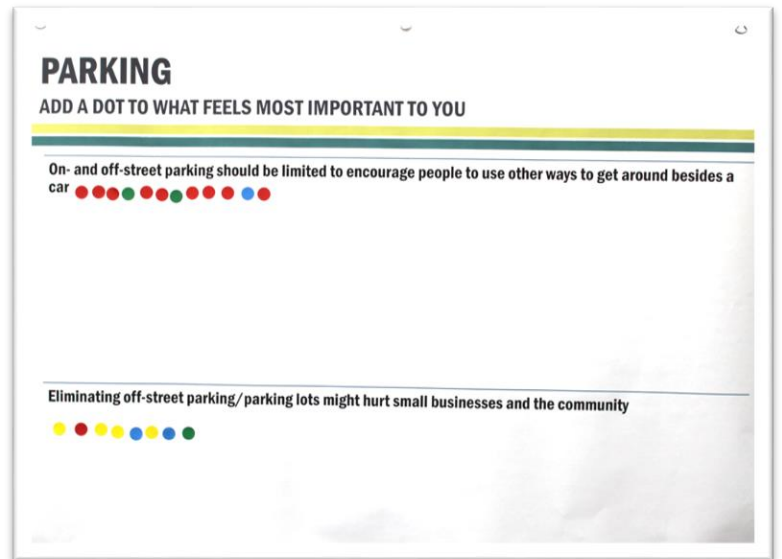
The survey asked questions about ideas on how the region can improve transportation and climate goals based on a sliding scale of preference, from “strongly disagree” to “strongly agree.” There were two additional open-ended questions at the end for survey participants to write additional thoughts, along with some demographic questions to understand who completed the survey.

Full survey responses are available in the [Appendix](#).

MOST POPULAR OPTIONS

Most respondents live and work in Salem, followed by Keizer.

- **Choice in Transportation:** 73% strongly agreed that cities should give people a choice in how they get around (walking, biking, rolling, or driving).
- **Active Transportation Planning:** 67% strongly agreed that planning for active transportation is important to the region.
 - 68% strongly agreed that pedestrian and bike facilities should be improved to encourage active transportation trips.
- **Safety and Accessibility:** 67% strongly agreed that the region should improve pedestrian and bicycle facilities to encourage more active transportation trips.
- **Getting Around Without Cars:** 65% strongly agreed that people should be able to get around without cars.
- **Mixed-Use Development:** 53% strongly agreed that more mixed-use development would make it easier for people to get around safely on foot, wheels, or mobility devices.
- **Driver Education:** 48% strongly agreed that more education is needed to teach drivers how to share the road with people walking or biking.
- **Bus frequency:** 44% strongly agreed that having more frequent bus service would encourage more use and ridership.



- **Support for Underserved Communities:** 43% strongly agreed that better transportation options should be provided to underserved communities before adding to areas that already have more choices.
- **Speed reduction:** 40% strongly agreed that the region should look for ways to reduce speed limits to increase safety in the region.
- **Commuter Options to Reduce GHG Emissions:** 44% strongly agreed that businesses and employers should provide commuting options that reduce greenhouse gas emissions.

LEAST POPULAR OPTIONS

- **Removing Off-Street Parking:** 42% strongly agreed that eliminating off-street parking might hurt small businesses and the community, indicating resistance to this idea.
- **Limiting Parking:** 29% strongly disagreed with limiting on- and off-street parking to encourage people to use other ways to get around besides a car.
- **Impact of Paid Parking on Businesses:** 36% felt that making all parking spots paid could hurt small businesses, indicating concern over this measure.
- **EV Charging Stations:** Mixed responses, with 25% feeling neutral about installing more EV charging stations.
- **Incentives for EV Use:** 23% strongly disagreed with providing incentives for commuters and employers to use electric vehicles.
- **Paid Parking Spots:** Mixed responses, with 27% felt neutral about the idea of making parking spots paid but limited to encourage other ways of getting around.
- **Building New Parking Spots with EV Options:** Mixed responses, with 23% strongly agreeing, 29% agreeing, and 22% feeling neutral about including EV charging options in new parking spots.

OPEN-ENDED QUESTIONS

Do you have other comments about how we can meet our local climate goals?

This was an open-ended question with 158 responses. Overall high-level themes included:

- **Public Transit and Accessibility**
 - Improve main routes, increase bus stops, and improve transportation amenities such as covered bus stops.
 - More frequent service and lower fares to encourage more transit use.
 - Invest in accessibility improvements for transit and pedestrian connectivity.
 - Schedule coordination between regional transit options.
- **Parking and Alternative Transportation**
 - Drastically reduce parking lot sizes, eliminate stand-alone lots, and incentivize remote work to promote alternative transportation modes.
 - Limiting hours of free parking in downtown blocks may be an option that does not hurt small businesses. Keep extended parking that is free in lots provide access for workers.
 - Invest in places for people to safely park bikes without fear of theft.
- **Infrastructure and Environment**
 - Convert semi-arterial streets to limit car traffic, prioritizing bike lanes and personal electric vehicles to enhance safety and encourage usage.
 - Prioritize pedestrian and cyclist safety with protected lanes, connections, convert downtown streets to pedestrian and cyclist zones, and integrate green spaces into parking areas.

- Fix current infrastructure in disrepair such as sidewalk and sidewalk connectivity.
- Expand EV infrastructure while enforcing emissions standards for all vehicles.
- Have more frequent trash pickup and debris containers.
- **Community and Climate Goals**
 - Encourage mixed-use development and reconsider zoning to reduce car reliance, with long-term planning that enhances public transit connectivity.
 - Ensure there is parking for large housing units.
 - Revise local climate goals, emphasizing transit and cycling, and promote tree planting for environmental benefits.
 - Some do not agree with climate goals and want the focus to be more realistic for the region.
 - Gain community support for alternative transportation before disincentivizing cars.
 - Several stated that the community is car dependent and always will be.
 - Enforce emission standards for all vehicles.
 - Concerns that the survey is slanted to get more bike lanes and EV stations.
 - Criticism of current governmental practices and calls for more effective policies and accountability.
- **Equity, Accessibility, and Livability**
 - Provide subsidized bus passes, ensure ADA parking, and improve public transit frequency for all community members.
 - Enhance livability through green space creation, reduce heat islands, integrate diverse housing options, and engage communities in transportation planning.
 - Concerns about the focus on EV, as they are unaffordable to many.
 - Consider how most people get around the city and what barriers they have to accessible transit options.

Do you have other comments about how the State should reduce greenhouse gas emissions?

This was an open-ended question with 131 responses.

- **Transportation Infrastructure and Safety**
 - Support for electric bicycles and other personal electric transportation devices with necessary infrastructure like covered and lighted bike paths.
 - Mandating EV charging stations for new apartment/condo builds and existing buildings.
 - Subsidies and incentives for purchasing e-bikes and related safety equipment.
 - Expansion of commuter rail and high-speed rail services in the Willamette and Rogue Valley and connecting Oregon cities to neighboring states.
 - Improvement of city bus systems, including transitioning to electric buses and making public transit more user-friendly.
 - Development of light rail systems and separated bike lanes for safer and more efficient transportation.
 - Improving pedestrian and cyclist safety through lower speed limits and better infrastructure.
- **Parking and Traffic Policies**
 - Increased charges for employee parking.
 - Ways to reduce vehicle idling.
 - Restrictions on parking availability to encourage the use of alternative transportation.
- **Work from Home Policies**
 - Encouraging businesses to adopt remote work policies to reduce traffic and emissions.
 - Providing state support for employers who embrace remote work and new business methods.
- **Housing and Urban Development**

- Concerns about large apartment complexes.
- Create affordable housing.
- Encouraging denser housing within Urban Growth Boundaries (UGBs) to reduce sprawl and driving.
- Promoting sustainable urban planning and development practices.
- Addressing crime and homelessness in urban areas.
- **Environmental**
 - Enforcement of emissions testing and pollution regulations.
 - Incentivizing solar panel installations and other renewable energy sources.
 - Developing better recycling methods and new industries to reduce waste.
 - Exploring alternative fuel vehicles and clean energy options.
- **Economic Policies**
 - Implementation of vehicle miles traveled (VMT) tax, higher gas taxes, and taxes based on vehicle weight and emissions.
 - Tax incentives for households with electric or hybrid cars and penalties for gas-powered vehicles.
 - Encouraging businesses to reduce emissions and adopt sustainable practices through economic incentives.
- **Community Livability and Safety**
 - Improving pedestrian and cyclist safety through lower speed limits and better infrastructure.
 - Planting more trees to reduce heat island effects and improve urban environments.
- **Education and Public Awareness**
 - Campaigns to educate the public on how to reduce emissions and the benefits of alternative transportation.
 - Increasing recycling efforts and finding new ways to recycle plastics and electronics.
 - Concerns about political motives in local and state governments.

SALEM EQUITY ROUNDTABLE DISCUSSION AND SURVEY RESPONSES

City of Salem staff gave a presentation, facilitated a discussion, and provided paper surveys to attendees during the May meeting of Salem’s Equity Roundtable. The Equity Roundtable provides input to the City of Salem on planning, housing, transportation and other projects and programs to help ensure the perspectives of underserved communities are included in the City's work. The roundtable is comprised of representatives of local organizations that serve or represent underserved communities, including low-income residents, communities of color, LGBTQ+ residents, people experiencing homelessness, youth, refugees and people with disabilities. Input from the Equity Roundtable represents a broader sampling of residents who are traditionally underrepresented in community engagement and decision-making.

There were **22 survey responses** collected from people that mostly lived and worked in the city of Salem. Responses were similar to the overall survey themes, however the majority (83%) of responses strongly agreed that having buses come often and at all hours of the day will encourage more people to ride the bus. This was much higher than the overall survey responses, of which 44% strongly agreed that more frequent service would encourage ridership.

During the discussion at the Equity Roundtable, participants shared that the biggest priority should be making transportation improvements in underserved areas before focusing on areas where people already have more choices. There were also concerns about the economic impacts to the community. They emphasized that not all zip codes have the same needs.

OPEN COMMENT THEMES

Public Transit and Accessibility

- Improve bus routes, stops, and frequency.
- Extend bus service hours to accommodate more commuters.
- Implement more bus lines to cover underserved areas.
- Provide student discounts and other incentives to increase ridership.
- Bus stop improvements such as shelters.
- Expand and enhance safety for bike facilities, including protected bike lanes.

Equity, Accessibility, and Livability

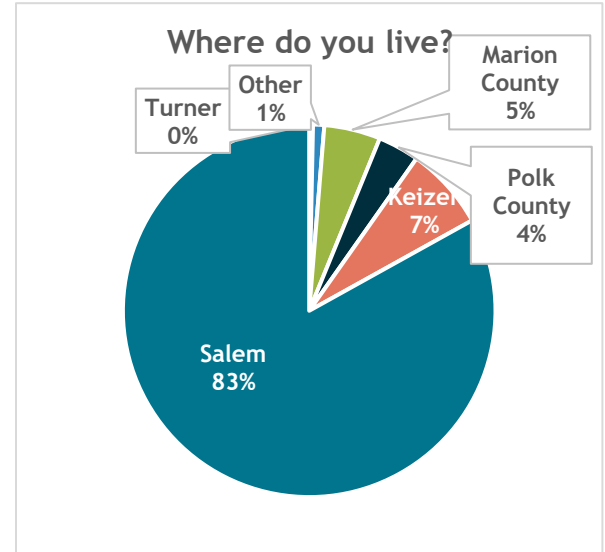
- Encourage mixed-use development and place grocery stores near residential areas to reduce the need for driving.
- Plan for active transportation methods.

APPENDIX - SURVEY RESPONSES

This survey was conducted with self-selected members of the community and does not qualify as a scientifically valid survey that is representative of the community. Additionally, there were no restrictions on the submission of commenting in multiple ways.

WHERE DO YOU LIVE?

There were 277 responses to this question. Most respondents live in Salem (225 responses), while twenty-two (22) reside in Keizer. Fifteen stated that they live in Marion County and eleven (11) in Polk County. There were three (3) “other” responses, and one (1) from Turner.

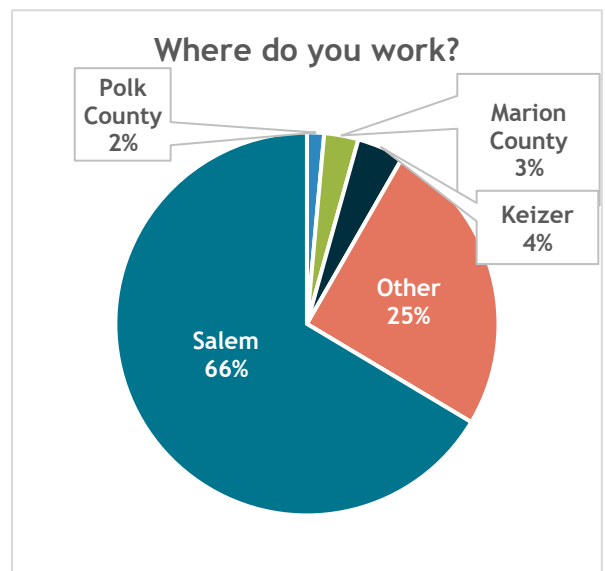


What is your ZIP code?

- 97302 – 72 responses
- 97301 – 53 responses
- 97304 – 38 responses
- 97306 – 26 responses
- 97303 – 19 responses
- 97305 – 13 responses
- 97317 – 5 responses
- There was also one each of 97385, 97352 97381, 97325, 97392, 97327, 97361, and 97300.

Where Do You Work?

Of the 277 responses to this question, 184 stated that they work in Salem. This was followed by “other” (70) with most respondents being retired. A few people said that they work all over the state, and one person each works in Woodburn, Albany, and Tualatin. Eleven (11) people work in Keizer, eight (8) in Marion County, and four (4) in Polk County.



What is your ZIP code?

- 97301 – 79
- 97302 – 53
- 97305 – 16
- 97306 - 16
- 97304 - 15
- 97303 - 15
- 97317 - 3
- 97321 - 2
- 97338 - 2
- One response each of 97383, 07302, 97062, 97310, 97300, and “Salem, Silverton, Stayton, Turner, Jefferson, Canby, etc.”

HOW WE BUILD

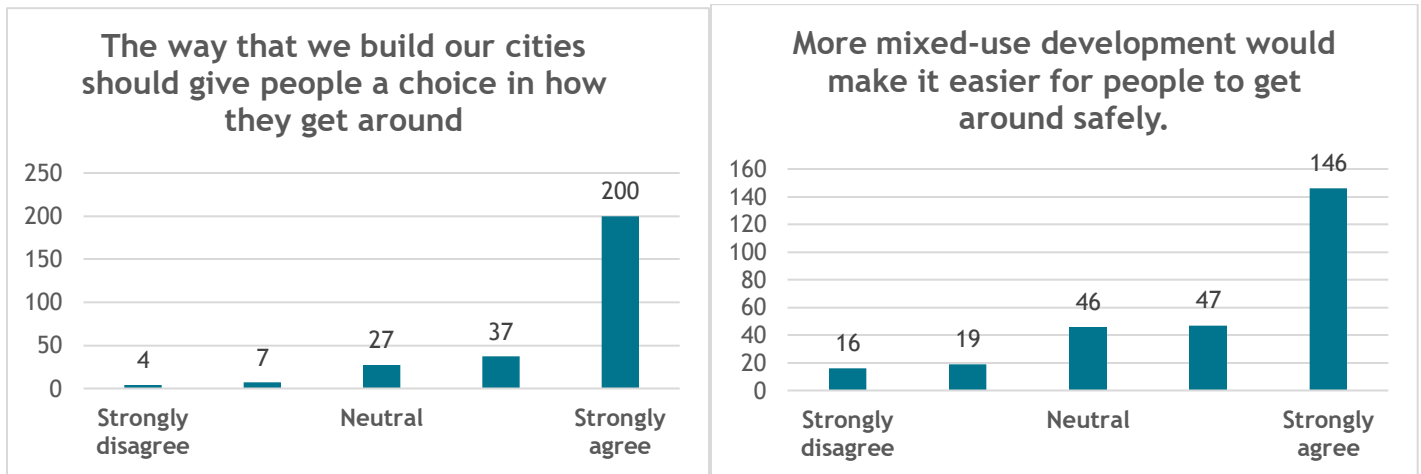
Do you agree or disagree with these statements? (5-point scale from strongly disagree to strongly agree.)

The way that we build our cities should give people a choice in how they get around (walking, biking, rolling, or driving).

Of the 275 responses to this question, the overwhelming majority (73%) strongly agreed that choice is important, while 13% agreed and 10% felt neutral. Fewer than 5% of respondents disagreed or strongly disagreed that this was important.

More mixed-use development (people living, working and shopping in the same block) would make it easier for people to get around safely on foot, wheels, or mobility devices.

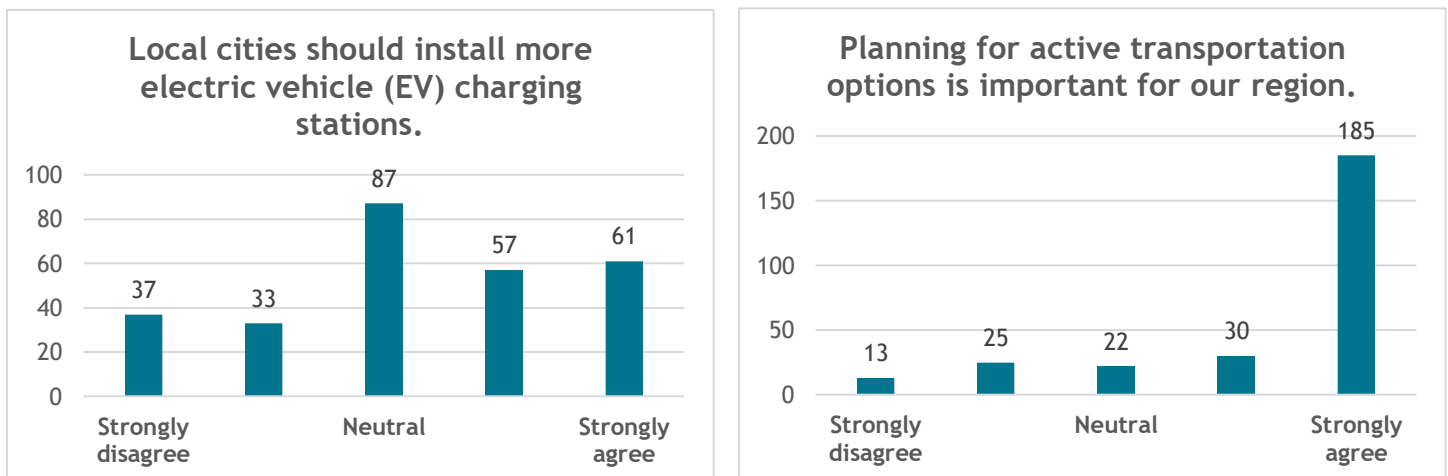
There were 274 responses to this question. Most respondents (53%) strongly agreed, while 17% agreed or felt neutral. A little over 13% of respondents did not agree or strongly disagreed.



Local cities should install more electric vehicle (EV) charging stations.

Responses (275) were mixed when asked whether local cities should install more EV stations, with 32% of respondents feeling neutral, 22% strongly agreed, 21% agreed that this should happen, while 13% strongly disagreed and 12% disagreed.

Planning for active transportation options (for example, walking, biking, taking the bus) is important for our region. Of the 275 responses to this, 67% strongly agreed that active transportation planning is important for the region. 11% agreed this was important, while 8% felt neutral. 9% disagreed that this was important, and 5% strongly disagreed.



WALKING, BIKING AND ROLLING

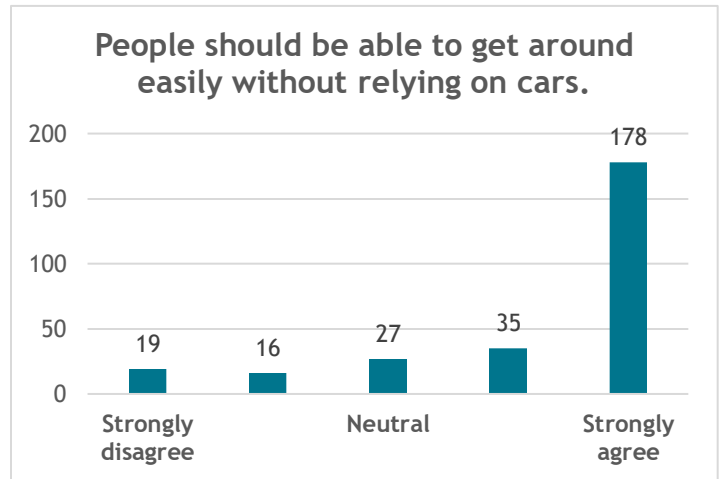
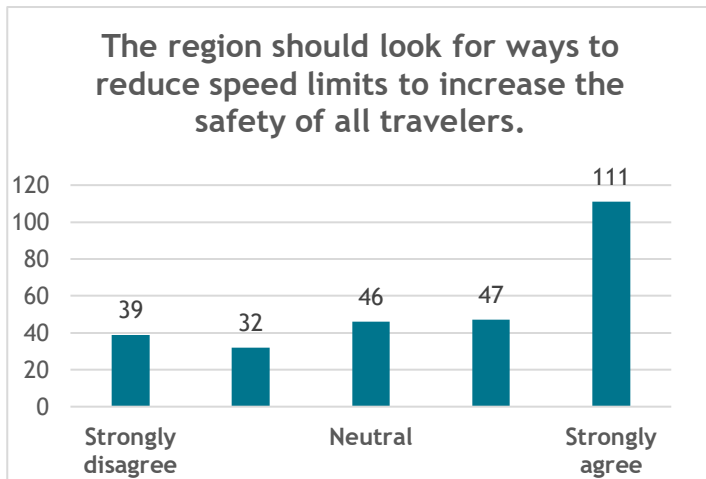
Do you agree or disagree with these statements? (5-point scale from strongly disagree to strongly agree.)

The region should look for ways to reduce speed limits to increase the safety of all travelers.

There were 275 responses to this question; 40% strongly agreed and 17% agreed, while 17% felt neutral about speed reductions. 12% disagreed and 14% strongly disagreed that the region should look for ways to reduce speed limits.

People should be able to get around on foot, wheels, bus or mobility devices safely and easily without relying on cars.

There were 275 responses to this question; 65% strongly agreed that it was important to get around without relying on cars, 13% agreed and 10% felt neutral. 7% strongly disagreed and 6% disagreed.

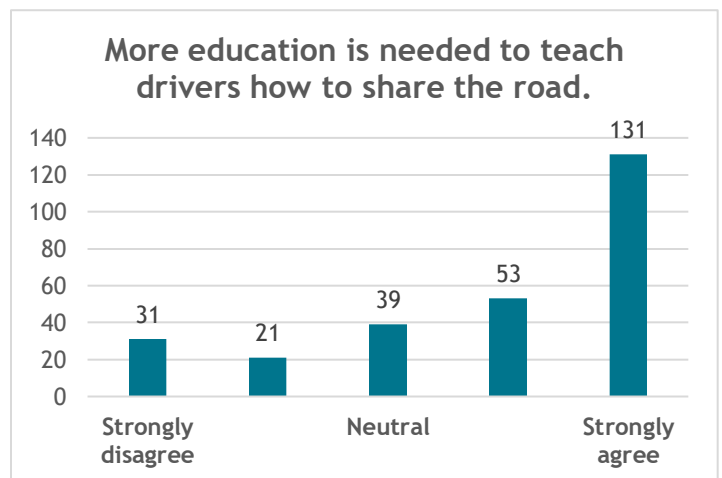
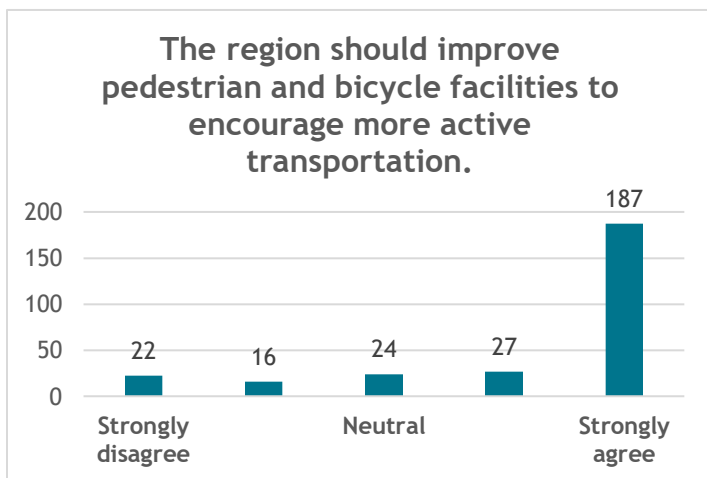


The region should improve pedestrian and bicycle facilities such as sidewalks, signalized pedestrian crossings and protected bike lanes to encourage more active transportation trips (bike, walk, bus, etc.)

There were 276 responses to this question; 68% strongly agreed, 10% agreed, 9% felt neutral, 6% disagreed, and 8% strongly disagreed.

More education is needed to teach drivers how to share the road with people walking or biking.

Of the 275 responses, 48% strongly agreed and 19% agreed that more education is needed to help drivers learn how to share the road. 14% felt neutral, 11% disagreed, and 18% strongly disagreed that it was needed.

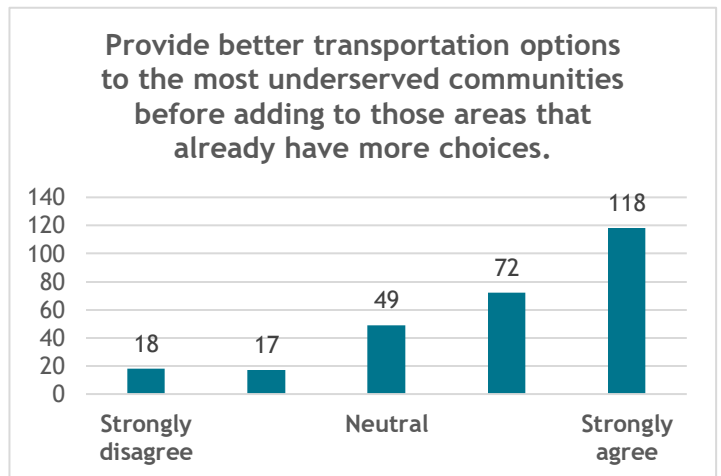
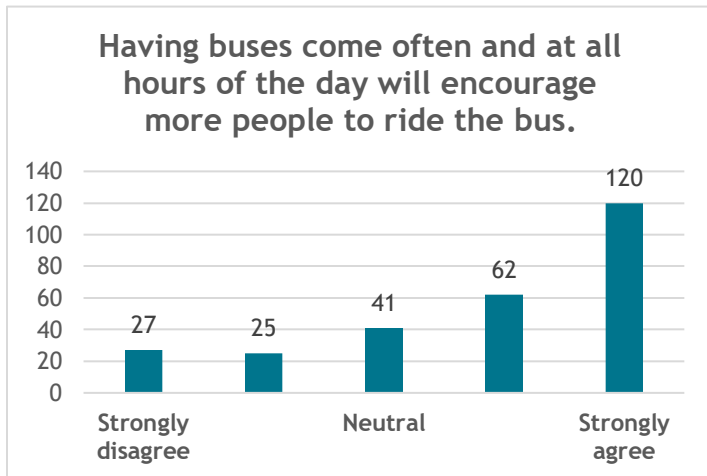


Having buses come often and at all hours of the day will encourage more people to ride the bus.

There were 275 responses to this question, and 44% strongly agreed that having buses come more often would encourage people to ride them. 23% agreed, while 15% felt neutral. 9% disagreed and 10% strongly disagreed that this would encourage users.

We should provide better transportation options to the most underserved communities before adding to those areas that already have more choices.

There were 274 responses, of which 43% strongly agreed, 26% agreed, 18% felt neutral, 7% strongly disagreed and 6% disagreed.



DRIVING AND PARKING

Do you agree or disagree with these statements? (5-point scale from strongly disagree to strongly agree.)

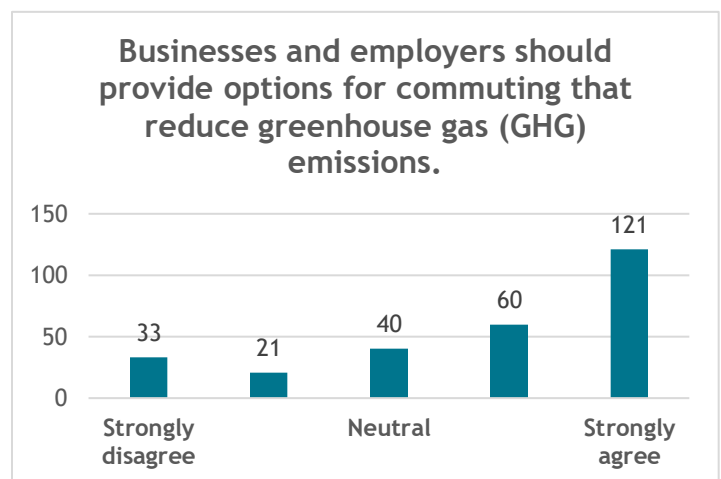
Businesses and employers should provide options for commuting (such as vanpools, bus passes, different working hours, etc.) that reduce greenhouse gas (GHG) emissions.

Of the 275 responses, 44% strongly agreed and 22% agreed that employers should provide options to reduce GHG emissions. Another 15% felt neutral, 8% disagreed, and 12% strongly disagreed.

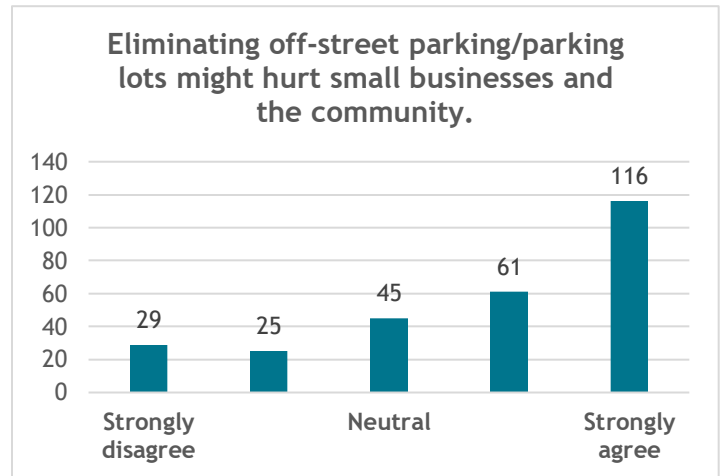
On- and off-street parking should be limited to encourage people to use other ways to get around besides a car.

Responses to this question were more mixed. Of the 272 responses to this question, 29% strongly disagreed that on and off-street parking should be limited to encourage other ways to get around while 21% strongly agreed and 20% felt neutral. 15% either agreed or disagreed that parking should be limited.

Eliminating off-street parking/parking lots might hurt small businesses and the community.



Of the 276 responses; 42% strongly agreed and 22% agreed that eliminating off-street parking and lots may hurt small businesses. While 16% felt neutral, 11% strongly disagreed and 9% disagreed.

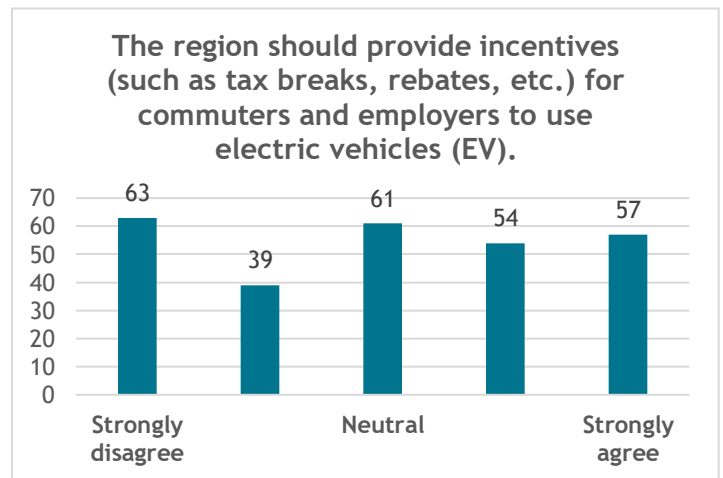


Building electric vehicle charging stations throughout the region will make it easier for people to use electric vehicles (EV).

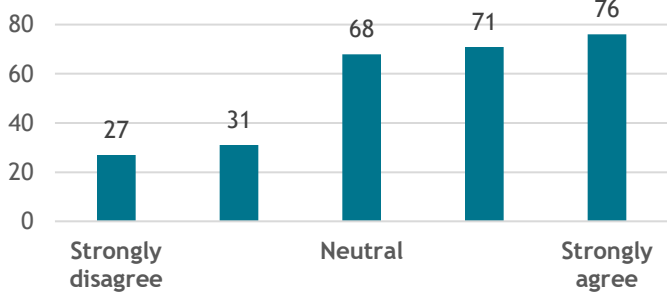
Of the 273 responses, 28% strongly agreed and 26% somewhat agreed, while 25% felt neutral. 11% disagreed and 10% strongly disagreed with this.

The region should provide incentives (such as tax breaks, rebates, etc.) for commuters and employers to use electric vehicles (EV).

Of the 274 responses, results were mixed, with 23% who strongly disagreed with the region providing incentives for using EV. 22% felt neutral, 21% strongly agreed, while 20% agreed and 14% disagreed.



Building electric vehicle charging stations throughout the region will make it easier for people to use electric vehicles (EV).

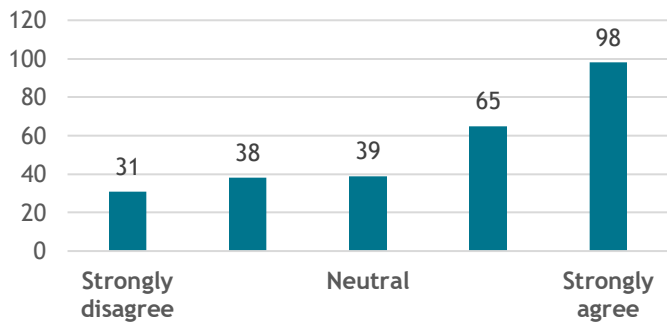


Of the 271 responses to this question, 36% strongly agreed that making all parking spots paid could hurt small businesses. 24% agreed, while 14% felt neutral. 14% disagreed, and 11% strongly disagreed.

Building new parking spots should include options for electric vehicle (EV) charging stations.

29% of the 272 respondents agreed that new parking spots should include EV options and 23% strongly agreed, while 22% felt neutral, 13% strongly disagreed, and 12% disagreed with the idea.

If all parking spots are paid, it might hurt small businesses and the community.

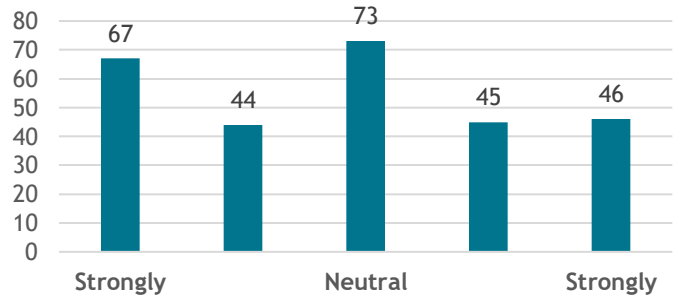


Paid parking spots should be available but limited to encourage people to use other ways to get around besides a car.

This question had mixed answers, with 27% of the 275 respondents feeling neutral and 24% strongly disagreeing with paid parking to encourage other ways of getting around. The rest of the respondents strongly agreed (17%) and agreed or disagreed (16% each) with this idea.

If all parking spots are paid, it might hurt small businesses and the community.

Paid parking spots should be available but limited to encourage people to use other ways to get around besides a car.



Building new parking spots should include options for electric vehicle (EV) charging stations.

