



# Our Salem Community Engagement Summary

The Our Salem project has involved extensive community engagement and outreach. Each phase of the project included a variety of outreach methods to inform the public and get feedback. These efforts are summarized in this document by specific engagement method and are organized chronologically.

## Our Salem Public Meetings and Workshops

### Public Meetings

Event	Date
Public Workshop	December 5, 2018
Public Workshop	May 8, 2019
Mapping Workshop	October 16, 2019
Mapping Workshop	October 17, 2019
Mapping Workshop (Spanish)	October 25, 2019
Webinar	April 8, 2020
Webinar	September 29, 2020
Zoning Forum	May 19, 2021

### Stakeholder Advisory Committee (Phase 1)

November 5, 2018
April 3, 2019

### Policy Meetings

2 meetings on each date
March 31, 2021
April 7, 2021
April 14, 2021
April 21, 2021
April 28, 2021
May 5, 2021
May 12, 2021
May 26, 2021

### Youth Forums

April 24, 2021
April 26, 2021
April 29, 2021

### Zoning Subcommittee

May 27, 2021
April 30, 2021
June 9, 2021
June 21, 2021
July 15, 2021
August 25, 2021

### City Council and Planning Commission

Body	Date
Planning Commission	November 20, 2018
City Council and Planning Commission	August 19, 2019
City Council and Planning Commission	September 23, 2020
Planning Commission	October 20, 2020
Planning Commission	February 9, 2021
City Council	March 8, 2021
City Council and Planning Commission	October 18, 2021

### Affected Property Owner Meetings

Date	Number of Meetings
Week of August 10, 2020	11 Meetings
Week of August 17, 2020	13 Meetings
Week of August 24, 2020	8 Meetings

## Our Salem Surveys

Topic	Date
Love about Salem	September 2018
Our Salem Logo	October 2018
Important to Achieve	November 2018
Greenhouse Gas Emissions	November 2018
Safety	December 2018
Indicators	December 2018
Growth Scenarios	August 2019
Neighborhood Hubs	June-August 2020
Our Salem Vision	September-November 2020
Policies	March-June 2021

## Our Salem Interactive Maps

Topic	Date
Growth Scenario Map	October-December 2019
Comprehensive Plan Map	September 2020-April 2021
Zoning Map	April-August 2021

## Community Meetings

### Presentations at Neighborhood Association Meetings

Host	Date
Neighborhood Chairs	September 26, 2019
Northeast Neighbors (NEN)	November 5, 2019
Grant	November 7, 2019
Southwest Association of Neighbors (SWAN)	December 3, 2019
East Lansing (ELNA)	December 5, 2019
South Central Association of Neighbors (SCAN)	December 11, 2019
Sunnyside	January 16, 2020
Lansing	January 28, 2020
SCAN	May 13, 2020
NEN	June 9, 2020
Morningside	June 10, 2020
North Lancaster (NOLA)	July 1, 2020
Grant	July 9, 2020
SWAN	October 6, 2020
South Gateway	October 8, 2020
Central Area Neighborhood Development Organization (CANDO)	October 20, 2020
Southeast Salem (SESNA)	October 27, 2020
Grant	November 5, 2020
ELNA	November 5, 2020
NEN	November 10, 2020
SCAN	November 11, 2020
West Salem	November 16, 2020
North East Salem Community Association (NESCA)	November 17, 2020
Morningside	December 9, 2020
Neighborhood Chairs	March 25, 2021
West Salem	April 19, 2021
NESCA	April 20, 2021

ELNA	May 6, 2021
West Salem	May 24, 2021
Lansing	May 25, 2021
ELNA	May 26, 2021
SWAN	June 8, 2021
Faye Wright	June 10, 2021
South Gateway	June 10, 2021
Neighborhood Chairs	June 24, 2021
Sunnyslope	June 17, 2021
NOLA	July 7, 2021
Highland	July 8, 2021
Morningside	July 14, 2021
Neighborhood Chairs	September 23, 2021
Lansing	October 26 2021
North East Salem Community Association (NESCA)	January 18, 2022

### Meetings for Chairs and Land Use Chairs (hosted by Our Salem)

Group	Date
All invited	August 27, 2019
All invited	September 4, 2019
All invited	September 10, 2019
All invited	September 26, 2019
All invited	November 4, 2019
All invited	November 12, 2019
All invited	November 13, 2019
All invited	April 27, 2020
All invited	April 28, 2020
All invited	March 25, 2021
All invited	May 10, 2021
All invited	May 11, 2021
All invited	May 13, 2021
SWAN	June 14, 2021
All invited	June 15, 2021
All invited	June 16, 2021
ELNA	June 23, 2021
West Salem	June 28, 2021
SWAN	June 28, 2021

## Presentations at Community Group Meetings

Group	Date
<b>2019</b>	
CARECorp	July 22, 2019
Mayor's International Council	August 7, 2019
La Casita	August 8, 2019
Center 50+ Advisory Commission	September 3, 2019
Mid-Valley Association of REALTORS	September 3, 2019
Churches as Neighborhood Centers	September 4, 2019
Salem Art Commission	September 11, 2019
Salem Citizens Advisory Traffic Commission	September 11, 2019
North Neighborhoods (N2)	September 11, 2019
Active Transportation Network	September 16, 2019
South Salem Connect	September 17, 2019
Salem City Watch	September 19, 2019
Community and Partners of East Salem (CaPES)	September 19, 2019
Edgewater Partners	September 26, 2019
Rotary of South Salem	October 1, 2019
Homebuilders Association of Marion and Polk Counties	October 2, 2019
West Salem Redevelopment Advisory Board	October 2, 2019
Salem-Keizer Collaboration	October 2, 2019
Salem Chamber of Commerce	October 3, 2019
Salem-Keizer NAACP	October 3, 2019
Salem Parks and Recreation Advisory Board	October 10, 2019
Latino Business Alliance	October 10, 2019
Mid-Willamette Valley Health and Housing Work Group	October 14, 2019
Crossler Middle School Parent Club	October 14, 2019
Latinos Unidos Siempre (LUS)	October 15, 2019
La Casita	October 17, 2019
Enlace Community Development Project	October 17, 2019
Salem Environmental Education	October 22, 2019
West Salem Rotary	October 28, 2019
Salem Kiwanis	October 29, 2019
Chapman Hills Elementary	October 30, 2019
Human Rights Commission	November 5, 2019
Northwest Senior and Disability Services	November 5, 2019
Marion County Public Health	November 6, 2019
Salem-Keizer Collaboration	November 6, 2019
Mid-Valley Association of REALTORS	November 13, 2019
Latino Business Alliance	November 14, 2019
South Salem High School Leadership Classes	November 18, 2019
Workshop with Salem Area Chamber of Commerce, Mid-Valley Association of REALTORS, SEDCOR, Homebuilders Association of Marion and Polk Counties	November 19, 2019

Just Walk Salem Keizer	November 20, 2019
Community Transition Program (Salem-Keizer Public Schools)	November 20, 2019
Sunrise Rotary	November 20, 2019
National Association of Women in Construction	November 20, 2019
League of Oregon Voters and American Association of University Women	November 21, 2019
Salem Housing Advisory Committee	November 25, 2019
Kalapuya Elementary School Parent-Teacher Club	December 4, 2019
Salem-Keizer Collaboration	December 4, 2019
Mano-a-Mano Community Café	December 5, 2019
Downtown Advisory Board	December 5, 2019
McKay High School Islander Club	December 10, 2019
La Casita	December 12, 2019
West Salem Service Integration Team	December 13, 2019
<b>2020</b>	
Active Transportation Network	January 6, 2020
Salem Public Library Advisory Board	January 8, 2020
McKay High School Islander Club	January 8, 2020
Salem for Refugees	January 8, 2020
East Salem Rotary	January 10, 2020
Rotary Club of Salem	January 15, 2020
Grant Community School Parent Club	January 21, 2020
West Salem Business Association	January 23, 2020
Confederated Tribes of Siletz Indians Planning Department	January 23, 2020
Confederated Tribes of Siletz Indians Community Meeting	January 23, 2020
Latinos Unidos Siempre (LUS)	January 30, 2020
Salem-Keizer Collaboration	February 5, 2020
Salem-Keizer School District	February 13, 2020
Boys and Girls Club of Salem, Marion and Polk Counties	February 28, 2020
Northgate Redevelopment Advisory Board	March 5, 2020
Edgewater Partners	April 1, 2020
Salem for Refugees	May 4, 2020
Center 50+ Advisory Commission and Friends of Center 50+	May 5, 2020
CARECorp	May 5, 2020
Salem Parks and Recreation Advisory Board	May 14, 2020
Enlace Community Development Project	May 15, 2020
South Salem Connect	May 19, 2020
Marion County Public Health	May 20, 2020
Mid-Valley Association of REALTORS Government Affairs Committee	June 2, 2020
West Salem Redevelopment Advisory Board	June 3, 2020
Salem City Club	June 8, 2020
Home Builders of Marion and Polk Counties	June 10, 2020
Historic and Cultural Resource Compliance Coordination (Confederated Tribes of Siletz Indians and Confederated Tribes of Grand Ronde)	July 6, 2020
Salem Area Chamber of Commerce Public Policy Session	July 9, 2020

Micronesian Islander Community	July 15, 2020
350 Salem	September 28, 2020
Active Transportation Network	September 28, 2020
Salem-Keizer NAACP	October 5, 2020
Salem for Refugees	October 5, 2020
Mid-Valley Association of REALTORS Government Affairs Committee	October 6, 2020
Salem Human Rights Commission	October 6, 2020
Pringle Creek Neighborhood	October 12, 2020
North Neighborhoods (N2)	October 14, 2020
Community Partners of East Salem (CaPES)	October 15, 2020
South Salem Connect	October 20, 2020
Edgewater Partners	October 22, 2020
350 Salem	October 27, 2020
Enlace Community Development Project	October 30, 2020
West Salem Redevelopment Advisory Board	November 4, 2020
North Gateway Redevelopment Advisory Board	November 5, 2020
Capital Planning Commission	November 5, 2020
Salem-Keizer Public Schools Indian Education Parent Advisory Committee	November 9, 2020
Salem Cultural and Tourism Promotion Advisory Board	November 10, 2020
Home Builders Association of Marion and Polk Counties	November 11, 2020
Mid-Valley Association of REALTORS General Membership Meeting	November 12, 2020
Community Transition Program (Salem-Keizer Public Schools)	November 16, 2020
Salem Public Library Advisory Board	November 18, 2020
National Association of Women in Construction	November 18, 2020
West Salem Business Association	November 19, 2020
Micronesian Islander Community	November 19, 2020
Salem Parks and Recreation Advisory Board	December 10, 2020
Salem Area Chamber of Commerce, Home Builders Association of Marion and Polk Counties, Mid-Valley Association of REALTORS	December 10, 2020
<b>2021</b>	
Corban University	January 7, 2021
Home Builders of Marion and Polk Counties Government Affairs Committee	February 17, 2021
Salem Historic Landmarks Commission	February 18, 2021
Salem Human Rights Commission	February 18, 2021
Mid-Valley Association of REALTORS Government Affairs Committee	March 2, 2021
Historic and Cultural Resource Compliance Coordination (Confederated Tribes of Siletz Indians, Confederated Tribes of Grand Ronde, and Confederated Tribes of Warm Springs)	March 8, 2021
Center 50+ Advisory Commission	April 6, 2021
Mid-Valley Association of REALTORS Government Affairs Committee	April 6, 2021
Northwest Senior and Disability Services	April 6, 2021
Salem for Refugees	April 8, 2021
North Neighborhoods (N2)	April 14, 2021

Community and Partners of East Salem (CaPES)	April 15, 2021
Boys and Girls Club of Salem, Marion and Polk Counties	April 19, 2021
Mano-a-Mano	April 19, 2021
South Salem Connect	April 20, 2021
Latinos Unidos Siempre (LUS)	April 22, 2021
West Salem Business Association	April 22, 2021
Salem Downtown Advisory Board	April 22, 2021
Edgewater Partners	April 22, 2021
Active Transportation Network	April 26, 2021
Salem-Keizer NAACP	May 3, 2021
West Salem Redevelopment Advisory Board	May 5, 2021
American Institute of Architects Salem	May 6, 2021
North Gateway Redevelopment Board	June 3, 2021
Latinos Unidos Siempre (LUS)	June 17, 2021
Latino Business Alliance	July 8, 2021
Salem Human Rights Commission	July 14, 2021
Salem Citizens Advisory Traffic Commission	July 14, 2021
Mid-Valley Association of REALTORS Government Affairs Committee	August 3, 2021
Home Builders of Marion and Polk Counties	August 11, 2021
Land Use Network	August 25, 2021
North Neighborhoods (N2)	November 10, 2021
Edgewater Partners	November 11, 2021
South Salem Connect	November 16, 2021
Community and Partners of East Salem (CaPES)	November 18, 2021
Historic and Cultural Resource Compliance Coordination (Confederated Tribes of Grand Ronde)	December 13, 2021
Front Street Revitalization at the Salem Area Chamber of Commerce	December 14, 2021
Front Street Revitalization at the Salem Area Chamber of Commerce	January 5, 2021
American Association of University Women – Salem Chapter	January 13, 2022
Coldwell Banker Commercial	February 14, 2022

## Community Notices and Newsletters

Information about the Our Salem project was periodically shared with the community through partner newsletters and communications. These partners include:

- Community and Partners of East Salem (CaPES)
- North Neighbors (N2)
- South Salem Connect
- Edgewater Partners
- Salem-Keizer Public Schools

## Our Salem Table or Information at Community Events

<b>Event</b>	<b>Date</b>
Public Works Day	June 20, 2019
National Night Out Kick-Off	July 23, 2019
West Salem Farmers Market	July 25, 2019
Family Fest	August 3, 2019
National Night Out (Donald Street)	August 6, 2019
Downtown Farmers Market	August 7, 2019
Englewood Forest Festival	August 10, 2019
Lancaster Health Fair	August 17, 2019
Downtown Farmers Market	August 21, 2019
Micronesian Back-to-School Resource Fair (Chavez Elementary)	August 24, 2019
West Salem Farmers Market	August 29, 2019
East Salem Day of Play	September 27, 2019
Center 50+ Meet and Greet	October 10, 2019
Salem Public Library (Outreach Table)	October 15, 2019
INDUS Diwali	November 9, 2019
Hispanic Heritage Month Celebration	November 13, 2019
Houck Middle School Resource Fair	November 19, 2019
Crossler Middle School Parent-Teacher Conferences	November 26, 2019
Judson Middle School Parent-Teacher Conferences	November 26, 2019
Waldo Middle School Parent-Teacher Conferences	November 26, 2019
Chapman Elementary School Winter Fest	December 4, 2019
South Salem Connect Event	January 21, 2020
Washington Elementary School Resource Fair	January 23, 2020
McKay Islander Club Family Night	February 23, 2020
Enlace Virtual Event	May 15, 2020
Facebook Live Event (Spanish Language)	June 24, 2020
Facebook Live Event (Micronesian Islander Community)	November 19, 2020
West Salem Farmers Market	June 3, 2021
Marion County Fair	July 9, 2021
National Night Out Kick-Off	July 10, 2021
National Night Out (NOLA)	August 3, 2021



## Social Media

### Posts on Facebook (English Site)

Date
January 17, 2019
July 2, 2019
August 4, 2019
August 5, 2019
August 15, 2019
March 16, 2020
April 2, 2020
April 15, 2020
July 1, 2020
September 30, 2020
October 9, 2020
October 20, 2020
February 4, 2021
March 2, 2021
March 10, 2021
March 18, 2021
March 26, 2021
March 29, 2021
April 1, 2021
April 15, 2021
April 19, 2021
April 20, 2021
April 28, 2021
May 11, 2021
May 12, 2021
May 18, 2021
June 8, 2021
August 17, 2021
September 2, 2021
October 1, 2021
October 15, 2021
December 1, 2021
February 15, 2022

### Posts on Facebook (Spanish Site)

Date
May 8, 2020
May 15, 2020
June 16, 2020
June 22, 2020
July 1, 2020
September 28, 2020
September 30, 2020
October 15, 2020
October 22, 2020
February 4, 2021
March 2, 2021
April 1, 2021
April 15, 2021
April 20, 2021
September 2, 2021
February 18, 2022

### Posts on Instagram

Date
October 14, 2019
November 7, 2019
March 16, 2020
April 2, 2020
April 7, 2020
April 15, 2020
October 15, 2020
March 10, 2021
April 7, 2021
August 17, 2021
September 2, 2021
February 15, 2022

## Traditional Media

Media Outlet	Date
Salem Reporter	October 3, 2018
Salem Reporter	January 16, 2019
KMUZ	October 15, 2019
KOIN	October 16, 2019
CC Media (10 play times)	October 18 - 31, 2019
Westside Newspaper	November 2019
KMUZ	April 7, 2020
Westside Newspaper	April 2020
Salem Reporter	July 22, 2020
KMUZ	September 17, 2020
Salem Reporter	October 5, 2020
CC Media (6 play times)	October 1 - 11, 2020
Statesman Journal	October 25, 2020
Salem Reporter	April 20, 2021
Westside Newspaper	May 2021
Statesman Journal	May 21, 2021
Salem Reporter	June 1, 2021
Salem Reporter	July 14, 2021
Salem Reporter	October 20, 2021
Statesman Journal	December 5, 2021
Salem Reporter	December 6, 2021

## Our Salem and City Emails, Mail, and Other Communication

### Our Salem Email Updates

Date
September 20, 2018
October 4, 2018
October 8, 2018
November 28, 2018
December 6, 2018
January 16, 2019
March 12, 2019
April 5, 2019
May 1, 2019
May 9, 2019
June 7, 2019
August 2, 2019
August 22, 2019
October 8, 2019
October 22, 2019
October 31, 2019
December 6, 2019
January 8, 2020
March 4, 2020
March 12, 2020
March 20, 2020
March 31, 2020
April 8, 2020
May 5, 2020
June 30, 2020
September 3, 2020
September 15, 2020
September 21, 2020
September 24, 2020
October 12, 2020
February 3, 2021
March 2, 2021
March 9, 2021
March 18, 2021
March 29, 2021
April 6, 2021

April 12, 2021
April 14, 2021
April 19, 2021
April 26, 2021
May 3, 2021
May 4, 2021
May 10, 2021
May 24, 2021
June 4, 2021
June 17, 2021
July 8, 2021
August 9, 2021
September 1, 2021
September 30, 2021
November 29, 2021
February 14, 2022

### Our Salem Direct Mail

Type of Mailing	Date
Utility Bill Insert	November 2019
Affected Property Owners	July/August 2020
Affected Property Owners	November/December 2020
Affected Property Owners and Business Tenants	May 2021
Utility Bill Insert and Email	July 2021

## Our Salem Flyers

Flyers and posters were hung around Salem and distributed by various partners at multiple stages during the Our Salem project. Flyers were posted and left at Center 50+, Salem Public Libraries, various grocery stores, the Mano-a-Mano offices, Salem City Hall, and at events citywide (see events section of this outreach summary). Flyers were also printed for distribution by Pineros y Campesinos Unidos del Noroeste (PCUN).

Large maps were printed and hung at Salem City Hall to show the proposed Comprehensive Plan Map during Phase 2 of the project (fall/winter 2020), the proposed zoning map during Phase 3 (fall 2021), and the proposed Comprehensive Plan Map and zoning map during the adoption process (Winter 2022). These maps provided an opportunity for those without internet access to view proposed changes.

## City of Salem Website News Stories

Date
October 24, 2018
November 15, 2018
March 12, 2019
April 4, 2019
August 1, 2019
March 31, 2020
September 15, 2020
September 30, 2020 (English)
September 30, 2020 (Spanish)
February 4, 2021 (English)
February 4, 2021 (Spanish)
March 2, 2021
March 10, 2021
March 18, 2021
April 28, 2021
September 30, 2021

## Mayor's Monday Message

Our Salem was the topic of Mayor Bennett's Monday Message video on July 20, 2020

## City Manager's Updates

Date
April 4, 2018
July 23, 2018
August 6, 2018
October 2, 2018
October 9, 2018
November 15, 2018
December 7, 2018
2018 Year End
February 6, 2019
March 20, 2019
May 8, 2019
May 22, 2019
June 18, 2019
August 6, 2019
September 10, 2019
October 31, 2019
March 6, 2020
March 25, 2020
April 1, 2020
April 17, 2020
May 13, 2020
August 6, 2020
January 26, 2021
April 21, 2021
May 6, 2021
May 28, 2021
August 5, 2021
August 17, 2021
October 8, 2021

City of Salem Community Connection

Date
September 28, 2018
October 5, 2018
October 12, 2018
October 19, 2018
October 26, 2018
November 2, 2018
November 9, 2018
November 16, 2018
December 6, 2018
December 14, 2018
January 4, 2019
January 11, 2019
January 18, 2019
January 25, 2019
February 8, 2019
February 22, 2019
March 8, 2019
March 22, 2019
April 5, 2019
May 3, 2019
August 9, 2019
September 13, 2019
September 20, 2019
September 27, 2019
October 4, 2019
October 11, 2019
February 28, 2020
March 20, 2020
March 27, 2020
April 3, 2020
April 10, 2020
April 17, 2020
June 26, 2020
July 3, 2020
September 18, 2020
October 2, 2020
October 16, 2020
February 5, 2021
March 5, 2021

March 12, 2021
March 26, 2021
April 2, 2021
April 12, 2021
April 23, 2021
April 30, 2021
May 14, 2021
August 13, 2021
October 1, 2021
October 8, 2021
October 15, 2021
December 3, 2021
February 18, 2022