

2025

**ANNUAL  
PROGRESS  
REPORT**



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# Introduction

Salem City Council adopted two Climate Action goals in 2020:

- 50% community-wide greenhouse gas reduction by 2035 from the 2016 baseline
- Become a Carbon Neutral City by 2050

The Salem Climate Action Plan (CAP), finalized in 2022, was developed under the guidance of a diverse 41-member stakeholder task force, incorporating input from the community. The Plan encompasses 183 distinct strategies aimed at reducing greenhouse gas (GHG) emissions and enhancing resiliency in Salem. These strategies are organized into seven categories: Transportation and Land Use, Energy, Economic Development, Natural Resources, Community, Food Systems, and Materials and Waste.

The Salem Climate Action Plan is community-based, involving various organizations and divisions within the City of Salem, each leading specific strategies. In 2025, both Cherriots and Marion County Public Health developed and published their own climate plans.

In February 2025, a Work Plan was presented to the Climate Action Plan Committee for the year. This Work Plan identified eight tasks that addressed 16 Climate Action Plan strategies for focus during the calendar year, consolidated into these eight tasks. The status of each strategy, along with those that have seen progress during the year, is summarized in this report.

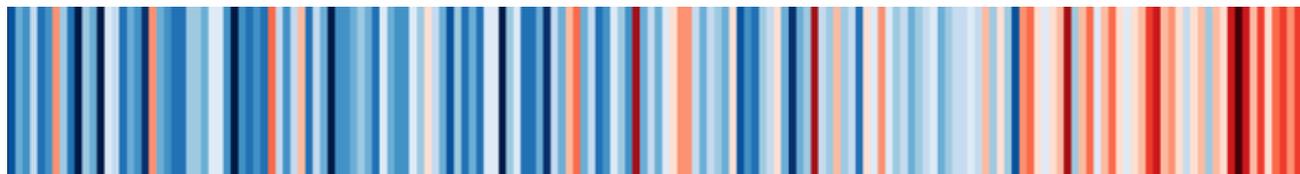
The Climate Action Plan Committee reviews the progress of the Work Plan during bi-monthly meetings and is updated on mid-year changes. In 2025, the Climate Action Plan Committee consisted of: Chair, Councilor Varney (Ward 8), Councilor Tigan (Ward 1), Councilor Matthews (Ward 3), Councilor Nordyke (Ward 7), and Alternate, Councilor Nishioka (Ward 2).

Strategies in this report are organized within tasks in numerical order by category.

# Strategy Implementation Progress

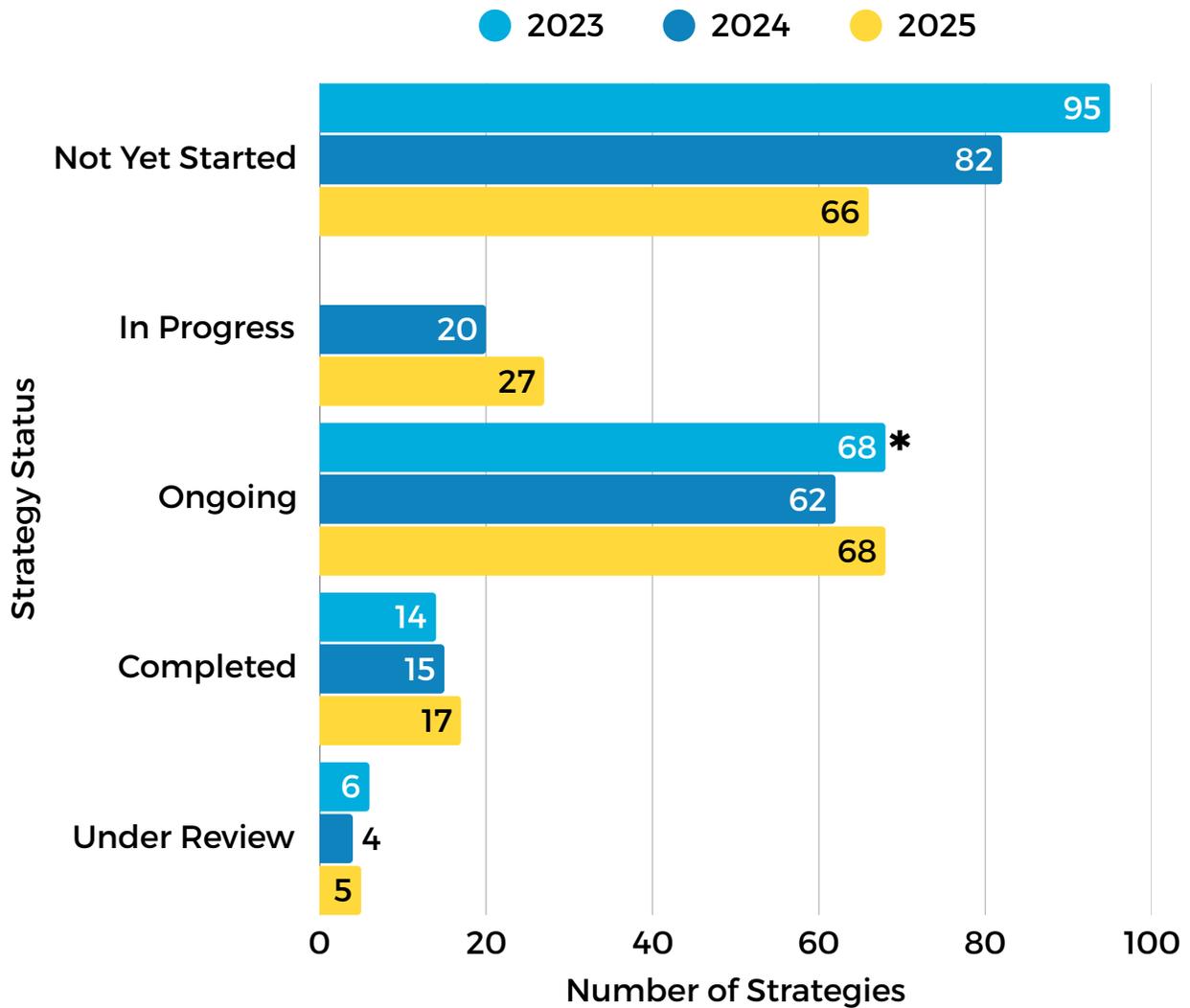
Progress on the 183 Climate Action strategies was evaluated on a spectrum between *Not Yet Started* to *Completed*. The rubric below is used to designate progress of the strategies.

Strategy Status	Activity / Project
Completed	For strategies or adopted ordinances that do not require ongoing work.
In Progress	For strategies that have been started and either can be completed or will require continued work to reach a maintenance phase.
Under Review	For strategies that are under legal review or require action at other levels of government.
Not Yet Started	For strategies not yet allocated staff time.
Ongoing	For ongoing strategies that require continuous work or maintenance.



Graphic was created using #ShowYourStripes generator by Ed Hawkins

# Climate Action Plan Implementation - At A Glance



## Key Statistics Since Plan adoption in 2022.

- **61%** of strategies have made progress towards implementation.
- **9%** of strategies are completed.
- Over the past year, there has been a **13% increase** in the number of strategies with progress towards implementation.
- Only about **1/3** of strategies have not had any progress.

\*The category “In Progress” was added in the 2024 report to differentiate from strategies that were in the maintenance phase (“Ongoing”) versus those requiring additional work.

# 2025 Workplan Snapshot

Task	Strategy	2025 Progress
Creating a Municipal Energy Master Plan	EN 12	In Progress
Participating in Strategic Energy Management Program	EN 12	In Progress
Creating an Internal Green Team with City Staff	TL 18 TL 21 MW 10 MW 13	Ongoing Ongoing Ongoing Ongoing
Creating Workshop and Seminar Series	EN 32 NR 10 MW 14	Ongoing Ongoing Ongoing
Supporting Marion Sustainable Business Network	TL 18 EN 14 EN 19 EC 08	Ongoing In Progress In Progress In Progress
Creating a Climate Action Dashboard	EN 04	Ongoing
Supporting EV Charging Installation for Multifamily and Public Parking	TL 27	In Progress
Pursuing Renewable Energy Generation for the City	EN 25 EN 28	Ongoing Ongoing

# Municipal Energy Master Plan

EN 12 | In Progress

## EN 12: Develop comprehensive approach for energy efficiency in municipal buildings.

In late 2024, the City engaged Cummings Group for creating a Municipal Energy Master Plan including benchmarking, projecting future use, identifying opportunities to reduce consumption, identifying opportunities to increase resilience, identifying funding mechanisms, and creating a framework to achieve significant emissions reductions. The finalized report is expected early 2026. The Climate Action Plan Committee was presented the draft report at the December meeting. The finalized report is anticipated in early 2026. This project was fully funded through U.S. Department of Energy, Energy Efficiency Conservation Block Grant.

# Strategic Energy Management

EN 12 | In Progress

## EN 12: Develop comprehensive approach for energy efficiency in municipal buildings.

The City signed on to the Energy Trust of Oregon's Commercial Strategic Energy Management program. In this program, the City enrolled thirteen buildings with two years of consistent energy usage with energy accounts through either PGE or Northwest Naturals. The program includes funding for milestones and a small rebate for each kWh, or Therm, reduced from the modeling from the previous two years. There were five milestones, each worth \$1,000, including: conducting audits, creating a Green Team, sending out an enterprise-wide energy conservation message, attending meetings, and conducting an energy management assessment (Appendix, Figure 1). The program has been successful in completing each of the five milestones for the year and will be re-enrolling additional buildings for 2026, and will be eligible for six milestones.

# Creating an Internal Green Team

The Green Team was created in June of 2025 as an interdisciplinary group of employees representing: Finance, Information Technology, Stormwater Education, Facilities, Streets, Administration, Human Resources, and Engineering. The Green Team is a voluntary group that helps to spread awareness within workgroups on challenges and policies in addition to providing feedback about what support staff need for sustainable operations.

MW 10 | In Progress

## MW 10: Creating policies and procedures for waste reduction through purchasing and waste handling.

During the October meeting for the Green Team, the franchise administrator presented recycling changes from the Recycling Modernization Act. Green Team participants distributed information and fliers to their workgroups.

MW 13 | In Progress

## MW 13: Engage City employees in activities to encourage behavior change through training, discussion, and competition.

Green Team staff helped to direct updates to the internal Energy Policy, as existing policies did not entirely encompass the diverse use of energy by staff and provided additional guidance for the *Get There Challenge*, and waste reduction updates. Sustainable Business Operation policy did not capture the diverse uses of energy for the City's organization. Green Team involvement in the updated helps to illuminate under-publicized portions of the policy, and better informed staff on conservation policies. Discussions informed staff and helped to make programs, challenges, and policies more reflective of the diversity of needs from staff members.

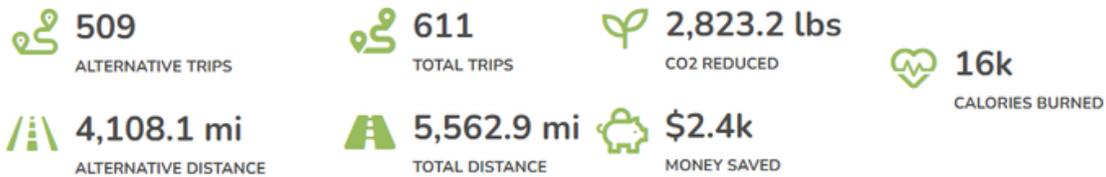
# Creating an Internal Green Team (Cont.)

TL 21 | In Progress

## TL 21: Incentivizing employees to commute to work by means other than driving alone in fossil-fueled vehicles.

City of Salem staff participated in the Get There Challenge from October 1 through October 14 (Appendix: Figure 2). During this two-week period, 211 alternative trips were taken and 85 staff signed up for the Get There Challenge. From 2024 to 2025, there was a nearly 40% increase in alternative trips taken, and a 230% increase in carbon-emissions-equivalence avoided. This was particularly helped due to the Green Team's promotion of the program and encouragement to log trips. With Workday, the City will have better data for reporting.

### 2025 Logged Trips: City of Salem Employees



TL 18 | In Progress

## TL 18: Develop a commuting program for City Employees.

Using data from the Get There Challenge, the Green Team aims to engage staff on their interest in programs supporting alternative commutes. Remote work and carpooling were identified as the top preferences. Additionally, efforts have been underway to support active transportation, including the staff-initiated Bike Room in the Parkway building and the refurbishment of bike lockers for staff use at the Public Works Operations Building. In future years, additional staff support should include a revised iteration of the Cherriots organizational bus pass program that is more fiscally suitable for the City of Salem's larger staff.

# Create a Workshop Series for Residents

EN 32 | In Progress

## EN 32: Spreading awareness of ETO Incentives and general energy efficiency.

Energy Trust of Oregon and Salem Electric presented at the January 23<sup>rd</sup> CAP workshop on Energy Efficiency and Weatherization. In June, Center 50+ hosted the first Energy and Resource Fair, which also featured Energy Trust of Oregon promoting energy efficiency and weatherization. Solar Oregon presented at the May 20<sup>th</sup> CAP workshop on solar and storage.

NR 10 | In Progress

## NR 10: Provide assistance to residents to increase their own tree canopy coverage and pollinator habitats.

The Marion County Soil and Water Conservation District conducted a Plant Walk on April 19<sup>th</sup>, ahead of Earth Day, with 50 attendees to discuss native and adaptive plant options and answer questions. Participants were able to pick up materials and access technical assistance and programs that encourage the use of more native plants.

MW 14 | In Progress

## MW 14: Establish City-wide waste reduction education program.

The City of Salem provided waste education during summer outreach events at the World Beat Festival, Englewood Forest Festival, Salem Pride, and Center 50+'s Energy and Resource Fair. New recycling guidelines from the Recycling Modernization Act began in Summer 2025. Updates to webpages, digital materials, and printed materials (Appendix: Figure 3) have been promoted and distributed.

# Supporting Marion Sustainable Business Network

In 2024, Marion County expanded its Sustainable Business Network in partnership with the City of Salem to include West Salem zip codes in the GreenBiz Tracker. This expansion was to be entirely managed by the City of Salem Climate Action Plan Manager. However, due to staff changes in Marion County, the capacity to manage the Sustainable Business Network was not carried into 2025. To support the continuation of efforts, the Climate Action Plan Manager was trained on the GreenBiz Tracker and has worked through the backlog to certify additional businesses into the Sustainable Business Network. The Sustainable Business Network fulfills a requirement for the City's Opportunity to Recycle reporting.

TL 18 | In Progress

## TL 18: Develop a commute reducing model for businesses.

The City of Salem is onboarding technical assistance for businesses and organizations. The review of the questionnaire guides organizations through options for reducing their scope 3 emissions from commuting transportation. Partnerships with Cherriots Transportation Options help identify options for organizations.

EN 14 | In Progress

## EN 14: Collaborate with nonprofits and energy companies to implement a program that helps business owners.

Through the GreenBiz Tracker intake questionnaire, businesses can identify opportunities to reduce energy use. Additionally, Energy Trust of Oregon has a program that supports businesses: Strategic Energy Management. Through the Sustainable Business Network, the City is helping to promote this program in conjunction with Energy Trust partners. Businesses that are not part of the Sustainable Business Network but wish to improve their operations can also access resources through the Climate Action for Businesses webpage.

# Supporting Marion Sustainable Business Network (Cont.)

EN 19 | In Progress

## EN 19: Set a goal to increase the number of businesses certified by Marion County Sustainable Business Network.

Thirty businesses are certified through the Sustainable Business Network, with twenty-five of those in Salem. An additional fifteen businesses are in the process of becoming certified, and another fourteen businesses have created an account but have not started the intake process. Over the next year, the goal is to support all businesses that create an account to complete the questionnaire, and aid as many of those eligible to be certified.

EC 08 | In Progress

## EN 14: Promote businesses participating in Sustainable Business Network.

As part of the Opportunity to Recycle requirements for the Sustainable Business Network, promoting recognized businesses is included. Below is the graphic that can be shared by certified businesses, which is also shared on social media by Marion County.



# Creating a Climate Action Dashboard

EN 04 | In Progress

## EN 04: Reporting on community GHG emissions regularly.

In collaboration with IT and GIS, the Salem Climate Action Plan has developed a dashboard that shows the current progress of strategies as Phase 1 of the dashboard rollout. This was the City's first publicly-facing dashboard. Phase 2 will incorporate emissions reporting and enabling factors.



## Supporting EV charging stations to serve disadvantaged communities

TL 27 | In Progress

### TL 27: Incentivize the installation of EV charging stations at existing multifamily residents and complexes.

The City of Tualatin was awarded a regional Charging and Fueling Infrastructure grant, which included the City of Salem in the cohort to install a minimum of 25 electric vehicle charging ports. However, the funds were not obligated, and early in 2025, the award was revoked.

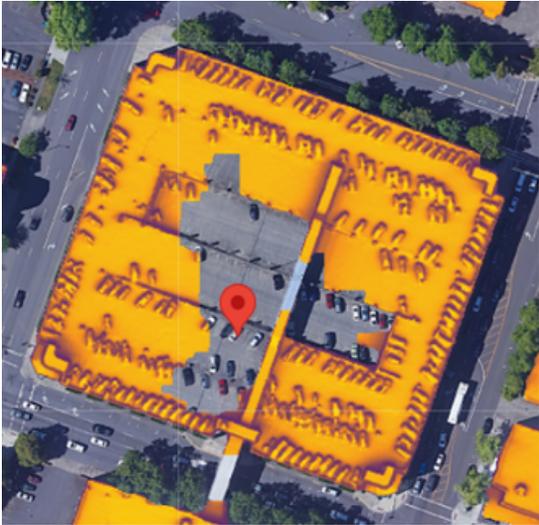
The Electrification Coalition was awarded funding to support a cohort, of which the City of Salem was a part, to assist in earning certification through Charge Smart. The City of Salem's Planning and Code divisions have assisted in creating checklists to streamline the installation of charging ports. Funding for the cohort was discontinued, and technical assistance has been revoked, but the City is still working towards Bronze status.

# Renewable and Resilient Energy Generation

EN 25 | In Progress

## EN 25: Installing solar carports in City-owned parking lots.

Marion Parkade is scheduled for renovation, and as part of that, the City is adding up to 150 kilowatts of solar canopy. According to Project Sunlight, this rooftop has 1,349 hours of usable sunlight per year and 2,177 square feet available for solar panels. The annual estimated impact of the proposed solar array would be equivalent to a reduction of 104 metric tons of CO<sub>2</sub>, or the removal of 23 cars from the road. This project is currently in progress.



EN 28 | In Progress

## EN 28: Evaluate local community renewable energy projects at City-Owned properties.

In November 2024, the City was awarded \$100,000 for a planning grant from the Oregon Department of Energy through the Community Renewable Energy Program (C-REP). This grant was used to create a conceptual design for inline hydropower at Franzen Reservoir and Turner Control. Leveraging the Oregon Department of Energy grant as a match, the City was awarded an additional \$400,000 to continue design through shovel-ready status from Energy Trust of Oregon Project Development Assistance.

The conceptual design projected rough cost estimates of both projects at \$15 million. Due to fiscal constraints, the project is being parsed, and Phase 2 will focus on the Turner Control location, reducing estimated costs to \$5.3 million. In parsing the project, the City is withdrawing its claim to half of the project development assistance funding.

## Grants, Funding, and Technical Assistance

Project	Funding Source	Amount	Status
Municipal Energy Master Plan	Department of Energy: Energy Efficiency Conservation Block Grant	\$214,750	In Progress
Tualitan and Neighbors Charging Up	Department of Transportation: Charging and Fueling Infrastructure	\$17 M	Award Revoked
Stride Smart: K-12 Pedestrian Safety Videos	Bloomberg American Health Initiative: Network of Practice	\$24,500	In Progress
Conceptual Design In-line Hydro	Oregon Department of Energy: Community Renewable Energy Grant	\$100,000	Complete
60% Design In-line Hydro at Turner	Energy Trust of Oregon: Project Development Assistance	\$199,750 (Released half)	In Progress
Charge Smart Bronze	Electrification Coalition: Charge Smart	Technical Assistance	Award Revoked
Home Energy Labeling Workgroup	Earth Advantage: Home Energy Labeling Workgroup	Technical Assistance	Award Revoked
Municipal Energy	ICLEI: Capital Cities Clean Energy Collaborative	Technical Assistance	In Progress

# Additional Strategy Progress

This section highlights strategies that made progress in 2025 but were not explicitly included in the work plan. The advancements in these strategies resulted from grants, technical assistance that expanded capacity for the Climate Action Plan (CAP), or initiatives undertaken by workgroups outside of CAP.

## EN16 Energy Efficiency Program Outreach

City of Salem Climate Action Plan was selected to host a U.S. State Department Professional Energy and Climate Fellow from Moldova. In collaboration with Oregon Department of Energy, the Professional Fellow created the Building Performance Standards Guide for Oregon Municipalities. This is also applicable for organizations with large campuses consisting of multiple buildings.

## CM37 Create a Public Engagement Campaign to Reduce GHG Emissions

City of Salem public engagement included a workshop series and tabling at community events. Over 100 conservation kits were distributed to Salem residents as well as information on Energy Trust of Oregon programs and incentives.

## TL05 Improving Safety and Access for People Walking, Biking, and using Public Transit.

The Bloomberg School of Public Health awarded the City of Salem a grant to produce Public Safety Announcement (PSA) videos promoting the safe use of Salem streets, specifically aimed at K-12 students in conjunction with Safe Routes to School educators. This project is ongoing, with an estimated completion date in May 2026. A stakeholder engagement group was convened to conceptualize the PSAs, and assistance was provided by a Willamette University intern for note-taking and scriptwriting.

Cherriots, Safe Routes to School, the City of Salem, bike advocacy organizations, and Salem bike shops hosted the first Bike Month. Bike Month included six events, 98 attendees, and over 628 event views. Additionally, Cycle Oregon donated three bikes to youth, and two youth learned to bike at the bike rodeo.

# Additional Strategy Progress

TL 07

## Use Technology to Reduce Travel Time and Increase Ridership such as Que Jump and Signal Prioritization.

Signal prioritization is a technology that adjusts traffic signal timing to help busses move through intersections faster and more reliably. Signal prioritization is used on Lancaster in coordination with Cherriots. This technology is active on 22 signals, ten percent of the capable traffic signals in Salem.

TL 09

## Identify Currently-Underserved Areas Determine Opportunities for Expansion and Expanding Transit to Employment Centers

Cherriots has expanded transit to employment centers by improving regional connections through enhanced express service to Woodburn, linking Salem residents to jobs, shopping, and services. They also operate a vanpool program serving areas including the Santiam Canyon, Sheridan, and Dallas.

In 2025, Cherriots completed a shared micromobility study and implementation strategy to support first- and last-mile connections and future mobility hubs. Cherriots also provides fare-free youth transit, encouraging young people to choose transit over driving and helping to establish long-term sustainable travel habits.

TL24

## Charge for City-Controlled Parking

On July 10, 2025, the City launched a paid on-street parking system within the Downtown Parking District and rolled-out the parking app “Beep Beep Salem”. Paid parking helps manage parking availability and ensures that spots are used more efficiently.

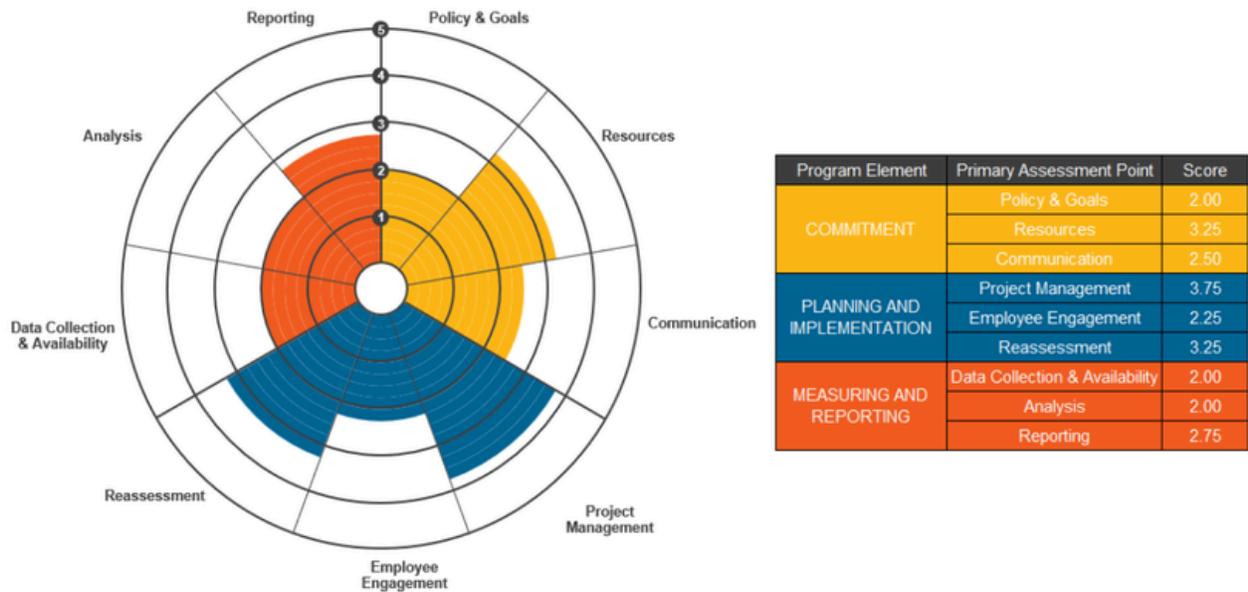
TL31

## Electrifying Public Transit Fleet

Cherriots is transitioning to zero-emission transit. Ten battery-electric buses operate on Route 11 along Lancaster Drive, avoiding an estimated 2,523 metric tons of CO<sub>2</sub>e, equivalent to the annual emissions of 495 passenger vehicles or the carbon sequestration of 35,219 tree seedlings grown for 10 years.

# Appendix

Figure 1. Energy Management Assessment



The Energy Management Assessment scores range from 1 (needs improvement) to 5 (exemplar). The City’s scores are typical for a newer organization in the program. Improvements are suggested for measuring and reporting as well as in policy and goals. The City scored highly on project management and resources. Scores are used to direct technical assistance

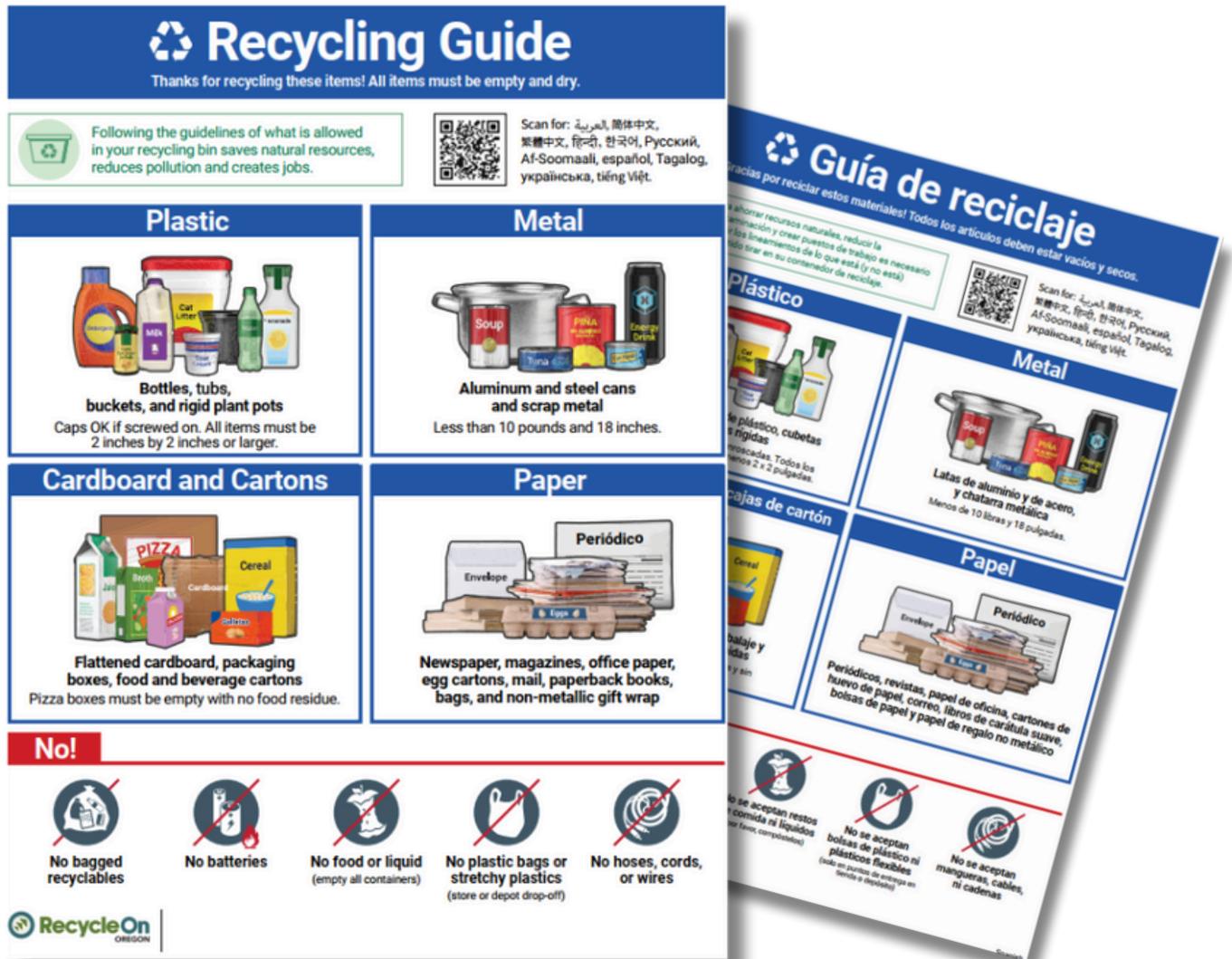
Figure 2. Get There Challenge Graphics



Promotion of the Get There Challenge for City Staff to use transportation other than driving alone and logging trips. Staff noted ways in which their transportation modes could shift, walking for shorter trips and grouping trips with other family members to reduce vehicle miles traveled.

# Appendix

Figure 3. Updated Recycling Guide



Updated Recycling Guides through the Recycling Modernization Act distributed at community events and shared with staff and Green Team. Printed material is available in English and Spanish with a QR code to provide additional language translation for greater accessibility to recycling information.

# Resources

## Community Resources

- Cherriots Climate Action Plan:  
[https://www.cherriots.org/media/doc/Final\\_DRAFT\\_-\\_Cherriots\\_Climate\\_Action\\_Plan\\_Issued\\_9.11.25.pdf](https://www.cherriots.org/media/doc/Final_DRAFT_-_Cherriots_Climate_Action_Plan_Issued_9.11.25.pdf)
- Energy Trust of Oregon: Residential and Commercial support for energy efficiency programs for PGE : <https://www.energytrust.org>
- Marion County Climate & Health Adaptation Plan:  
<https://www.oregon.gov/energy/save-energy/Documents/BPS-Guide-Municipalities.pdf>
- Oregon Building Performance Standard Guide for Municipalities:  
<https://www.oregon.gov/energy/save-energy/Documents/BPS-Guide-Municipalities.pdf>

## City Resources

- Salem Climate Action Plan Dashboard:  
<https://www.cityofsalem.net/community/natural-environment-climate/climate-action-plan>
- Salem Climate Action for Individuals:  
<https://www.cityofsalem.net/community/natural-environment-climate/climate-action-plan/climate-action-for-individuals>
- Salem Climate Action for Businesses:  
<https://www.cityofsalem.net/community/natural-environment-climate/climate-action-plan/climate-action-for-businesses>

# Community Engagement



Weatherization & Energy Efficiency Workshop with Energy Trust of Oregon & Salem Electric.

Plant Walk Workshop on Native Plants with Marion Soil and Water Conservation District



How to: Solar & Storage Workshop presented by Solar Oregon

May Bike Month Helmet-Fitting Event, partners included Cherriots, Safe Routes to School, Salem Bike Vision, Salem Bicycle Club, Santiam Bicycle, Scott's Cycle, The Northwest Hub, The Bike Peddler, and Salem's Social Cyclists Club.



# 2025 Climate Action Plan Annual Report

## Acknowledgements

Progress on the Climate Action Plan is made possible by the Climate Action Plan Committee, dedicated staff, Willamette University volunteer intern, U.S. Department of State volunteer Professional Fellow from Moldova, community partners, and residents. Thank you for your role in creating a clean and sustainable Salem.

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