



Outreach Summary
Salem Climate Action Plan
June to November 2021
 Date: November 15, 2021

The Salem Climate Action Plan project team reached out to Salem community members to ensure a wide range of voices were included in this planning process. During the process we met with community groups, attended community events, gave interviews and provided written material, with the intent of reaching a more diverse audience and communicating about this project. Much of our efforts focused on frontline communities (i.e., those who are most impacted by climate change and are in greatest need of resources and tools to address climate impacts). As follows is a summary of the various activities completed in 2021.

Community Meetings	Willamette Valley Realtors – June 1 NOLA – June 2 Salem-Keizer NAACP – June 7 & August 2 Faye Wright Neighborhood Association – June 10 CANDO – June 15 West Salem Neighborhood Association – June 21 Lansing Neighborhood Association – June 22 Salem Neighborhood Association Chairs’ – June 24 & Sept.23 SWAN – July 6 North Neighborhoods (N2)– July 14 Morningside Neighborhood Association – July 14 Sunnyslope Neighborhood Association – July 15 NESCA – July 20 Salem/Keizer Interfaith Network – July 21 Edgewater Partnership – July 22 ELNA – August 5 South Salem Connect – August 17 Community Partners of East Salem – August 19 SESNA – August 24 SCAN – Sept. 8
Community Events (tabling/talking one-on-one)	Marion County Fair – July 9-11 ENLACE Cross-Cultural Connection Friday Night – July 16 Mission Street Park Conservancy Plant Sale – July 16 & 17 Neighborhood Night Out – July 20 Families & Children Summer Fun at the Park - August 20 Micronesian Islanders Community Event – August 21 Salem Saturday Market – September 25
Focus Group Meetings	Marion Co. Solid Waste Management – Feb.24 American Assoc. of University Women – April 22 Chamber of Commerce – March 4 Gen Z forums: CAREcorps – June 24 & 29 Chamber of Commerce & SEDCOR Economic Forum – August 18

350 Salem – August 31
Chamber of Commerce Policy Forum – November 4

Boards & Commissions	West Salem Redevelopment Advisory Board – Sept. 1 Citizens Advisory Traffic Commission – Sept. 8 Downtown Advisory Board – Sept. 23 North Gateway Urban Renewal Advisory Board – October 7 Salem Parks and Recreation Advisory Board – Oct. 14 & Nov. 16 Salem Planning Commission – November 2 Salem Human Rights Commission – November 10
Distribution of Project Handout & Community Survey	Task Force member Lesley Johnson assisted with distribution to residents with physical disabilities (especially those who do not regularly use the internet), Meals on Wheels Task Force member Aalicea Dominguez (Shangri-la) assisted with distribution to clients with disabilities Task Force member Julie Hambuchen (Marion Polk Food Share) assisted with distribution at community food pantry sites
Weekly Radio PSA (PSA running throughout each week, starting week of June 14)	KBZY 1490 AM KMUZ Community Radio 100.7 & 88.5 FM KMWV Community Radio 98.3 FM KRYP El Rey 91.3 FM KTUP Radio Poder 98.3 FM
Radio Interviews	ICYMI with Salem Reporter – KMWV Community Radio 98.3 FM KMUZ 88.5 FM– March 3 & July 20 KBZY 1490 AM – July 15
Social Media (weekly content posts)	www.facebook.com/CityOfSalemOR www.facebook.com/CiudaddeSalemOregon www.twitter.com/cityofsalem
Print Media	Article in Tribal digital newspaper, <i>Smoke Signals</i> , published by the Confederated Tribes of Grand Ronde – October 10
Print Communications	Informational handout (one-page, content in English and Spanish) Community survey (one-page, English and Spanish versions) Rack card (English and Spanish versions) Bulletin/flier (English and Spanish versions) Poster (for tabling at community events) Bookmark/giveaway (for tabling at community events) Stickers