

Accessibility and Accommodation Requests

For questions about accessibility or accommodations for persons with disabilities, or to request a translator, interpreter, or other communication aids, please contact Melissa Bisset at 503-856-3412 or bissetm@keizeror.gov. The City of Keizer is committed to providing equal access to all public meetings and information per the requirements of the ADA and Oregon Revised Statutes (ORS). The Keizer Civic Center is wheelchair accessible.

To provide oral comments via electronic means, please contact the City Recorder's Office no later than 2:00 p.m. on the day of the meeting. Most regular City Council meetings are streamed live through www.KeizerTV.com and cable-cast on Comcast Channel 23 within the Keizer City limits.

AGENDA
KEIZER CITY COUNCIL
REGULAR SESSION

Tuesday, January 20, 2026
6:00 PM

Robert L. Simon Council Chambers
930 Chemawa Road NE
Keizer, Oregon

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. SPECIAL ORDERS OF BUSINESS

5. COMMITTEE REPORTS

6. PUBLIC COMMENTS

This time is provided for citizens to address the Council on any matters other than those on the agenda scheduled for public hearing.

7. CONSENT CALENDAR

- a. **RESOLUTION - Authorizing the Finance Director to Enter Into Agreement with Path Point for Merchant Services**
- b. **Recognizing National Observances and Commemorative/Heritage Months**
- c. **Approval of January 5, 2026 Regular Session Minutes**

8. PUBLIC HEARINGS

9. ADMINISTRATIVE ACTION

- a. **Regional Scenario Plan**
- b. **Parks Master Plan Update on Next Steps Discussion**
- c. **2026 Keizer Community Survey**

10. OTHER BUSINESS

This time is provided to allow the Mayor, City Council members, or staff an opportunity to bring new or old matters before the Council that are not on tonight's agenda.

11. STAFF UPDATES

12. COUNCIL MEMBER REPORTS

13. AGENDA INPUT

Tuesday, January 20, 2026 - 6:00 p.m.
City Council Regular Session

Monday, January 26, 2026 - 6:00 p.m.
City Council Work Session - Strategic Plan Work Session/ Goal Review

Monday, February 2, 2026 - 6:00 p.m.
City Council Regular Session

14. ADJOURNMENT

City of Keizer Mission Statement

Keep City Government Costs And Services To A Minimum By Providing City Services To The Community In A Coordinated, Efficient, And Least Cost Fashion

"Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury."



To: Mayor Clark and City Council Members
Thru: Adam J. Brown, City Manager
From: Tim Wood, Assistant City Manager
Subject: Path Point Merchant Services

Proposed Motion

I move that the City Council adopt Resolution R2026-____ Authorizing the Finance Director to Enter Into Agreement with Path Point for Merchant Services.

I. Summary

At the September 15, 2025 regular meeting, the City Council authorized the City to enter into an agreement with Xpress Solutions, Inc DBA Xpress Bill Pay for integrated self-service payment processing and the associated merchant services (online bill pay for utility payments). Xpress Bill Pay has required that the City also enter into an agreement with Path Point Merchant Services, the underlying payment card processing agent.

II. Background

- A. The City entered into an agreement with Springbrook Software in March 2019 for integrated self-service payment processing (online utility bill pay) and the associated merchant services provided by Springbrook's partner company, CivicPay. The online utility bill pay is integrated into Springbrook Software that is used for utility billing and financial reporting.
- B. Springbrook Software has acquired an online utility bill pay provider, Xpress Solutions, Inc, DBA Xpress Bill Pay, that is integrated with Springbrook and provides additional functionality including the ability to accept payments other than utility payments and the text-to-pay ability.
- C. Xpress Bill Pay is requiring the City to enter into an agreement for payment card processing services with Path Point Merchant Services.

III. Current Situation

- A. Xpress Bill Pay requires that the City enter into an agreement for merchant services with the underlying payment card processing agent.

IV. **Analysis**

- A. **Strategic Impact** - Not applicable
- B. **Financial** - The City will pay approximately \$120,000 per year on payment card related processing fees. This is a similar amount paid with CivicPay and included in the Administrative Services - Utility Billing 2025-26 City of Keizer Adopted Budget.

It is anticipated that the payment card related fees will increase as the result of more residents taking advantage of the improved online bill pay experience.
- C. **Timing** - Implementing Xpress Bill Pay and Path Point Merchant Services will take approximately 3-4 months.
- D. **Policy/Legal** - Due to the dollar amount of the contract City Council approval is required to move forward.

V. **Alternatives**

- A. Adopt the attached resolution authorizing the Finance Director to enter into an agreement with Path Point Merchant Services.
- B. Take no action and the City will continue to utilize CivicPay for online bill pay services.

VI. **Recommendation**

Staff recommends the City Council adopt Resolution R2026-____ Authorizing the Finance Director to enter into an agreement with Path Point Merchant Services.

Attachments

- 1. RES-CC_Path Point Merchant Agreement_1 20 2026
- 2. AGT_CC_Path Point Merchant Services Agreement_01 20 2026

"Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury."

1 CITY COUNCIL, CITY OF KEIZER, STATE OF OREGON

2
3 Resolution R2026-_____
4

5
6 AUTHORIZING THE FINANCE DIRECTOR TO
7 ENTER INTO AGREEMENT WITH PATH POINT
8 FOR MERCHANT SERVICES
9

10
11 WHEREAS, in conjunction with entering into the agreement with Xpress Solutions, Inc.
12 DBA Xpress Bill Pay as the vendor for integrated self service payment processing, the City desires
13 to enter into an agreement and addendum with Path Point Merchant Services for the underlying
14 credit card processing;

15 WHEREAS, Path Point Merchant Services is requesting that the City enter into a new
16 merchant services agreement to perform the underlying credit card processing;

17 WHEREAS, the new merchant services agreement required a few revisions and an
18 amendment to the merchant services agreement is also being requested;

19 NOW, THEREFORE,

20 BE IT RESOLVED by the City Council of the City of Keizer that the Finance Director is
21 hereby authorized to sign the Path Point agreement for merchant services and the amendment to the
22 merchant services agreement attached hereto and by this reference incorporated herein.

23 BE IT FURTHER RESOLVED by the City Council of the City of Keizer that the Finance
24 Director hereby authorized to take any other action necessary to implement the Path Point
25 agreement.
26
27

1 BE IT FURTHER RESOLVED that this Resolution shall take effect immediately
2 upon the date of its passage.

3 PASSED this _____ day of _____, 2026.

4
5 SIGNED this _____ day of _____, 2026.

6
7
8 _____
9 Mayor

10
11 _____
12 City Recorder



CITY OF KEIZER

MERCHANT APPLICATION AND AGREEMENT

Card Acquiring Services Agreement

This Acquiring Services Agreement (this "**Agreement**") is entered into by and between Path Point Merchant Services, LLC ("**Company**") and [Customer] identified on the Order Form ("**Customer**"), together referred to as the "Parties" and each individually as a "Party."

WHEREAS, Company offers a program that enables its customers, including [Customer], to use the proprietary technology offered by Company and its affiliates (the "**Company Services**"), along with the card acquiring services (the "**Acquiring Services**") of its partners First Data Merchant Services LLC ("**First Data**") and Pathward, N.A. ("**Acquiring Bank**") to accept card payments from Customer's clients (each, a "**Payor**") for goods and services provided by [Customer], as well as certain banking and payments services (the "**Banking Services**") of its financial institution partner, Zions Bancorporation, National Association or such other financial institution partner identified by Company from time-to-time ("**Zions**") and together with First Data and Acquiring Bank, the "**Partners**") in connection with the same (the "**Company Program**"); and

WHEREAS, Customer desires to, and Company agrees to permit, Customer to participate in the Company Program subject to the terms and conditions of, this Agreement.

NOW THEREFORE, in consideration of the mutual covenants contained herein, and the receipt of consideration, the sufficiency of which is hereby acknowledged, the Parties hereto agree as follows:

1.0 Term and Renewal: The Initial Term (the "**Initial Term**") of this Agreement shall be thirty-six (36) months from the date on which this Agreement is executed by the Parties. This Agreement shall automatically renew for an additional thirty-six (36) months at the end of the Initial Term or any subsequent renewal term by the Customer upon the receipt by Company of the applicable Fees (defined below) and under the same terms and conditions set forth herein, so long as the Customer is not and has not been in default in any term or condition of this Agreement. If Customer is a political subdivision, the Parties agree that an automatic renewal cannot occur if Customer's governing board does not budget for payment of the Fees set forth in Section 2.0 in any given fiscal year of Customer.

2.0 Fees and Payments: Customer shall pay to Company a one-time set-up Fee, monthly maintenance, support, transaction and hosting Fees, and various additional Fees as set forth in the Merchant Application, Exhibit A, Schedule 1 (collectively the "**Fees**"). Company reserves the right to change the Fees at any time so long as Customer is provided no less than thirty (30) days advance notice of a change. Customer authorizes Company to initiate an electronic ACH Debit Entry from Customer's bank account provided in Exhibit A Section 4, (the "**Customer Account**") on or about the 5th day of each month for the amount of all Fees that accrued during the prior month for any Fee that is due as described in Exhibit A. If there are insufficient funds in Customer Account to cover the Fees, Company will contact Customer for resolution. Any outstanding Fees that are not paid when due shall bear interest at the rate of 18% per annum until the outstanding balance and all accrued interest are paid in full.

3.0 Services Provided; Obligations of Customer:

A. Customer shall be subject to "know your customer" and related due diligence requirements established by Company and Partners (the "**Onboarding Requirements**"). Customer must satisfy the Onboarding Requirements at all times during the Term in order to be eligible to use the Company Services or the Additional Services and shall provide to Company all information requested by Company or Partners for such purpose. Customer represents and warrants that any information that Customer provides to Company or that Company otherwise obtains pursuant to this Agreement for purposes of complying with the Onboarding Requirements is accurate and complete, and Customer will notify Company in connection with any changes to this information.

B. During the Term, Customer authorizes Company to act as payment facilitator with respect to the authorization, processing, and settlement of card transactions (each, a "**Transaction**") pursuant to the additional terms and conditions of the Sub-Merchant Agreement by and among Customer, the Company, FiServ, and Acquiring Bank included as Exhibit B (the "**Sub-Merchant Agreement**").

C. Acquiring Bank will remit card Transaction funds to a Zions-owned account established by Zions and Company for the benefit of all Program customers (the "**Program Account**"). Customer acknowledges as a part of the Program Account, Company and Zions participate in a sweep program (the "**Sweep Program**") through which Zions acts as Customer's agent to automatically deposit or "sweep" all Customer funds from the Program Account into sweep program bank partners, up to applicable Sweep Program limits. Funds held in such Sweep Program may generate fees or interest. Customer assigns any of its right, title or interest in such fees or interest to Company and Zions as consideration

for the provision of the Company Services pursuant to this Agreement, in addition to the Fees as described herein. Upon Customer's withdrawal request, Zions will effect withdrawal of the relevant Transaction funds from the Program Account to the Customer Account. For avoidance of doubt, Customer hereby designates Zions as its agent for purposes of sweeping Customer funds from the Program Account to the Sweep Program, and otherwise participating in the Sweep Program as set forth herein.

4.0 Support Services: Company will provide technical support services, including telephone, email (seven days a week), or other technology support implemented by Company, from 8:00 am to 5:00 pm (PST or PDT) for Customer and Payors within the United States. The maximum response time for service shall not exceed 5:00 pm (Customer local time) of the next business day following the request for service by Customer. This support will be limited to the actual use of the Company internet payment system.

5.0 Software or Hardware: Customer will not receive any hardware or software from Company under this Agreement except as specified in Exhibit A. Customer will use its own computers and agrees to have internet services through an internet service provider. Customer agrees that the computers it uses will have sufficient memory and capacity to run at least Google Chrome, Microsoft Edge, or Mozilla Firefox.

6.0 Customer Account Authorization: Customer hereby authorizes Company, or its designees, to initiate Debit and/or Credit Entries to the Customer Account in accordance with this Agreement. Company's authority will remain in full force and effect until either (a) 365 days after Company has received written notification from Customer of the termination of this Agreement to provide Company reasonable opportunity to act upon any outstanding liabilities; or (b) all obligations of the Customer to Company that have arisen from this Agreement have been paid in full, including, but not limited to, those obligations described in this Agreement.

7.0 Reports: Company will provide a detailed report of all funds transfers collected for the Customer's account. All reporting will be via the Internet.

8.0 Representations and Warranties Regarding Payors: Customer warrants that it will provide Company with relevant billing information for Payors. Customer agrees to indemnify and hold Company harmless from any claim or liability relating to any inaccuracy in billing information provided to Company. Customer further represents and warrants with respect to all Transactions processed for Customer by Company that: (a) each Payor has authorized the Transaction, (b) each Transaction is for an amount agreed to by the Payor, (c) each Transaction is in accordance with the Rules and Regulations and properly authorized in all other respects, (d) Payors are U.S. persons and are not the target of economic or financial sanctions imposed by any government authority. Customer agrees to defend, indemnify, and hold Company and all its agents harmless for any losses, liabilities, legal action costs or expenses incurred by Company as a result of any breach of these representations and warranties either intentionally or unintentionally by Customer. Customer shall cease initiating Transactions immediately upon receiving actual or constructive notice of the termination or revocation by the Payor of authority. Customer must provide Company immediate notice if Client detects illegal, fraudulent, deceptive or suspicious activity associated with a Payor.

9.0 Regulatory Compliance: Customer acknowledges that Company is a technology provider and not a bank or financial institution, and – as such – the holding and movement of Customer funds as necessary for the Company Services are undertaken solely by Acquiring Bank or Zions. Company is not an FDIC-insured institution. FDIC insurance protects only against the failure of insured depository institutions and not the failure of nonbanks like Company and its affiliates.

10.0 Compliance: Customer represents and warrants that all products and services offered, sold, or provided by Customer are offered, sold, or provided in compliance with all applicable laws and regulations. Customer will not use the Company Services, nor permit such services to be used by Payors (i) to facilitate Transactions that are inconsistent with the limitations on the amount, velocity, or other limitations as may be established by Company or Partners from time to time; (ii) to facilitate Transactions that are inconsistent with “**Your Payments Acceptance Guide**” as provided during onboarding and available at this URL: (<https://www.gopathpoint.com/Terms/AcceptanceGuide.pdf>); or (iii) in any manner that gives rise to fraud or violates, or that causes Company or Partners to violate, the Rules and Regulations. For avoidance of doubt, all Banking Services, including the holding and transfer of funds in connection with the Program, are performed solely by ODFI; the functions performed by Company in support of the Program are limited to providing technology and related to enable Customer to access the Program, including the Banking Services.

11.0 Termination: This Agreement may be terminated by either party with at least 60 days written notice prior to the end of the initial 3-year term or renewal term specifying the effective date thereof. In the event this Agreement is terminated by Customer through no fault of Company, Company shall be paid for all services performed up to the date of termination. This Agreement shall automatically terminate upon termination of the Sub-Merchant Agreement by First Data or Acquiring Bank.

12.0 Governing Law; Attorneys' Fees: This Agreement shall be governed by and construed under the laws of the State of Utah. In the event suit or action is instituted to interpret or enforce the terms of this Agreement, the prevailing party shall be entitled to recover from the other party such sum as a court may adjudge reasonable as Attorneys' fees at trial, on any appeal, and on any petition for review, in addition to other sums provided by law.

13.0 Independent Contractors: Both Customer and Company are acting hereunder as independent contractors and under no circumstances shall any of the employees of one party be deemed the employees of the other for any purpose. This Agreement shall not be construed as authority for either party to act for the other party in any agency or other capacity, or to make commitments of any kind for the account of or on behalf of the other, except to the extent and for the purposes provided for herein.

14.0 No Warranty: Company makes no warranty, expressed or implied, including warranties of merchant ability and fitness for a particular purpose. Company shall have no liability with respect to its obligations under this agreement for consequential, special, direct, exemplary, punitive, or incidental damages to Customer or to third parties dealing with Customer even if Company has been advised of the possibility of such damages.

15.0 Entire Agreement: This Agreement and the exhibits hereto constitute the entire understanding and agreement among the parties with respect to the subject matter hereof, and there are no other agreements or understandings among the parties other than those contained herein. In the event any provision of this Agreement shall be held to be invalid, the same shall not affect in any respect the validity of the remainder of this Agreement.

16.0 Successors and Assigns; Third Party Beneficiary: This Agreement shall be binding upon and inure to the benefit of the parties, and their respective heirs, successors and assigns. Neither party may assign its interest under this Agreement without the prior written consent of the other; provided, that no such consent shall be required in connection with an assignment by Company to an affiliate. The parties hereby agree that the Zions is a third-party beneficiary of this Agreement with respect to the Banking Services, and shall have the right to enforce this Agreement directly and independently against Customer.

17.0 Waiver: Failure of either party at any time to require performance of any provision of this Agreement shall not limit the parties' right to enforce the provision. Waiver of any breach of any provision shall not be waiver of any succeeding breach of the provision or a waiver of the provision itself or any other provision.

Accepted by: Path Point Merchant Services, LLC	Accepted by: City of Keizer
Signature: _____	Signature: _____
Name (Print): Keith Kephart	Name (Print): _____
Title: Executive Vice President	Title: _____
Date: _____	Date: _____

1. BUSINESS INFORMATION					
Business Name: Keizer Utility			Corporate Legal Name: City of Keizer		
Business Address: 930 Chemawa RD			Billing Address (If Different Than Location Address): 930 Chemawa RD		
City: Keizer	State: OR	Zip: 97307	City: Keizer	State: OR	Zip: 97307
Location Phone: 5033903700		Location Fax:		Contact Name: Tim Wood	
Business Email Address: woodt@keizeror.gov			Contact Email Address: woodt@keizeror.gov		
Business Website Address: https://www.keizeror.gov			Contact Phone Number: 5033903700		
Customer Service Phone: 5033903700		Customer Service Email Address: woodt@keizeror.gov		MCC/SIC Electric, Gas, Water, and Sanitary	
☐ Individual / Sole Proprietorship: State: _____ ☐ Corporation – Chapter _ S _ C State: _____ ☐ Tax Exempt Organization (501C) – State: _____ ☒ Government (federal, State, Local) ☐ Limited Liability Company (LLC) – State: _____ ☐ Partnership – State: _____ ☐ Medical or Legal Corporation – State: _____			Date Business Started: 01/01/1982 Federal Tax ID: *****6902 Name as it appears on your income tax return: City of Keizer Detail explanation of Type of Merchandise, Products or Services Sold: Water and Sewer		
Note: Failure to provide accurate information may result in a withholding of merchant funding per IRS regulations. (See Part IV, Section A.4 of your Program Guide for further information.)					
2. ADDITIONAL CREDIT / SITE SURVEY INFORMATION – ALL MERCHANTS					
1. Zone: Business Direct Industrial Residential 2. Location: ☐ Mail ☐ Office ☐ Home ☐ Shopping Area ☐ Isolated ☐ Flea Market ☐ Apartment ☐ Door to Door ☐ Other 3. How many employees: _____ 4. How many registers / Terminals: _____ 5. Is proper license visible? ☐ Yes ☐ No 6. Where is the merchant name displayed on the site? ☐ Window ☐ Door ☐ Store Front 7. Merchant Occupies: ☐ Ground Floor ☐ Other: _____ 8. # Of Floors: ☐ 1 ☐ 2-4 ☐ 5-10 ☐ 11+ 9. Remaining Floors Occupied by: ☐ Residential ☐ Commercial ☐ Combination ☐ None 10. Approximate Square Footage: ☐ 0-250 ☐ 251-500 ☐ 501-2,000 ☐ 2,001 + 11. Are customers required to leave a deposit? ☐ No ☐ Yes If Yes, % of deposit required: _____% 12. Return Policy: ☐ Full Refund ☐ Exchange Only ☐ None			13. Do you have a refund policy for MC / Visa / Discover / AMEX ☐ Yes ☐ No (If Yes, check one) ☐ Exchange ☐ MC / Visa / Discover / AMEX – Credit ☐ Store Credit If MC/V/DI/AMEX Credit within how many days do you submit credit transactions? ☐ 0-3 ☐ 4-7 ☐ 8-14 ☐ Over 14 14. Advertising Method (Attach at least one.) ☐ Catalog ☐ Brochure ☐ Direct Mail ☐ Newspaper / Journals ☐ Internet ☐ Phone ☐ TV / Radio ☐ Other <i>Marketing materials required for Mail Order, B to B, Internet over \$1 Million in annual revenue. Attach Web Page for Internet Merchant.</i>		
			Processing Method Information 1. What is the time frame from transaction to delivery? 0-7 days _____% + 8-14 days _____% + 15-30 days _____% + over 30 days _____% = 100% 2. MC / Visa / Discover/ AMEX sales are deposited (Check one): ☐ Date of order ☐ Date of delivery ☐ Other: _____ 3. Does any of your cardholder billing involve automatic renewals or recurring transactions (I.e. cardholder authorizes initial sale only)? ☐ Yes ☐ No		

3. OWNERS / PARTNERS / OFFICERS																								
OWNER / PARTNER / OFFICER 1					OWNER / PARTNER / OFFICER 2																			
Name: <i>(First, M, Last)</i> Tim Wood					Name: <i>(First, M, Last)</i>																			
Title: Director		% Ownership 0.00			Title:		% Ownership																	
Home Address: <i>(No P.O. Box)</i> 930 Chemawa RD					Home Address: <i>(No P.O. Box)</i>																			
City: Keizer		State: OR	Zip: 97307	Country: USA	City:		State:	Zip:	Country: USA															
Telephone #: 5038563413					Telephone #:																			
D.O.B.: **/**/1980		SSN:			D.O.B.:		SSN:																	
4. SETTLEMENT INFORMATION																								
Deposit Bank #1 : US BANK NA					Debit Bank #2 :																			
Transit / ABA #: 123000220		DDA #: *****7822			Transit / ABA #:		DDA #:																	
5. TRANSACTION INFORMATION																								
FINANCIAL DATA					WHERE IS SALE TRANSACTED? <i>(Must = 100%)</i>																			
Highest Ticket Amount: \$ 1,000.00					<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Store Front/Swiped</td> <td style="width: 20%; text-align: center;">0</td> <td style="width: 50%; text-align: right;">%</td> </tr> <tr> <td>Internet</td> <td style="text-align: center;">100</td> <td style="text-align: right;">%</td> </tr> <tr> <td>Mail Order</td> <td style="text-align: center;">0</td> <td style="text-align: right;">%</td> </tr> <tr> <td>Telephone Order</td> <td style="text-align: center;">0</td> <td style="text-align: right;">%</td> </tr> <tr> <td>Total</td> <td style="text-align: center;">100</td> <td style="text-align: right;">%</td> </tr> </table>					Store Front/Swiped	0	%	Internet	100	%	Mail Order	0	%	Telephone Order	0	%	Total	100	%
Store Front/Swiped	0	%																						
Internet	100	%																						
Mail Order	0	%																						
Telephone Order	0	%																						
Total	100	%																						
Monthly V/MC/Disc Volume: \$ 17,187.00																								
Avg. MC/Visa/Discover Network - \$ 150.00																								
Average YEARLY MC/Visa Volume \$ 206,259.00																								
Average YEARLY Discover Volume: \$ 10,000.00																								
Average YEARLY American Express OptBlue® Volume \$ 10,000.00																								
Seasonal? ☐ No ☐ Yes High Volume Months Open: _____																								
6. LEGAL INFORMATION																								
Client certifies that all information set forth in this completed Sub-Merchant Processing Application is true and correct and that Client has received a copy of the Your Processing Guide and Confirmation Page, which is part of this Sub-Merchant Processing Application (consisting of Sections 1-6), and by this reference incorporated herein. Client acknowledges and agrees that we, our Affiliates, and/or agents may use automatic telephone dialing systems to contact Client at the telephone number(s) Client has provided in this Merchant Processing Application and/or may leave a detailed voice message in the event that Client is unable to be reached, even if the number provided is a cellular or wireless number or if Client has previously registered on a Do Not Call list or requested not to be contacted Client for solicitation purposes. Client hereby consents to receiving commercial electronic mail messages from us, our Affiliates and/or agents from time to time. If your Application is approved based upon contrary information stated in Section 5, Transaction Information section above, you are authorized to accept transactions in accordance with the percentages indicated in that section By signing below, each of the undersigned authorizes us, our Affiliates and/or agents to verify the information contained in this Application and to request and obtain from any consumer reporting agency and other sources, including bank references, personal and business consumer reports and other information and to disclose such information amongst each other for any purpose permitted by law. If the Application is approved, each of the undersigned also authorizes us, our Affiliates and/or agents to obtain subsequent consumer reports and other information from other sources, including bank references, in connection with the review, maintenance, updating, renewal or extension of the Agreement or for any other purpose permitted by law and disclose such information amongst each other. Each of the undersigned furthermore agrees that all references, including banks and consumer reporting agencies, may release any and all personal and business credit financial information to us, our Affiliates and/or agents. Each of the undersigned authorizes us, our Affiliates and/or agents to provide amongst each other the information contained in this Merchant Processing Application and Agreement and any information received subsequent thereto from all references, including banks and consumer reporting agencies for any purpose permitted by law. It is our policy to obtain certain information in order to verify your identity while processing your account application. As part of our approval, processing services, continuing fraud prevention and account review processes, the undersigned consents to the use of information gathered online or that you submit to us, and/or auto mated electronic computer security screening, by us or our third party vendors. Client authorizes Path Point Merchant Services, FDMS and Bank and their affiliates to debit Client's designated bank account via Automated Clearing House (ACH) for costs associated with equipment hard ware, software and shipping. You further acknowledge and agree that you will not use your merchant account and/or the Services for illegal transactions, for example, those prohibited by the unlawful Internet Gambling Enforcement Act, 31 u.S.C. Section 5361 et seq, as may be amended from time to time, or processing and acceptance of transactions in certain jurisdictions pursuant to 31 CFR Part 500 et seq. and other laws enforced by the Office of Foreign Assets Control (OFAC). Client certifies, under penalties of perjury, that the federal taxpayer identification number and corresponding filing name provided herein are correct. Client agrees to all the terms of this Sub-Merchant Processing Application and Agreement. This Merchant Processing Application and Agreement shall not take effect until Client has been approved and this Agreement has been accepted by Path Point Merchant Services, FDMS and Bank.																								

7. SIGNATURE PAGE

Legal Name must be the same as on the Merchant Application (Legal Information)

Keizer Utility

Legal Name of Business

Authorized Representative Signature: Must appear on Merchant Application

X _____
Signature

Print Name

Date:

By signing above, the Authorized Representative hereby certifies, for itself and for and on behalf of the Merchant, that the fees, rates and other charges set forth on each page of this Schedule A have been reviewed, accepted and constitute a part of this Schedule A.

Path Point Merchant Services LLC

Print Name

Title

X _____
Signature

Date

Personal Guarantee: In exchange for Path Point Merchant Services LLC, FDMS, Bank, acceptance of the Agreement, the undersigned (Guarantor): (A) Unconditionally and irrevocably guarantee the full pay performance of Client's obligations (i) as they now exist or as modified under the foregoing agreements. (without actual notice of changes, and (iii) during and after the term of the agreements; (B) Waives notice of M default: (C) Shall indemnify the Guaranteed Parties for any and all amounts due from Client: (D) Warre knowledge that Guaranteed Parties are acting in full reliance on the same, this Personal Guarantee of payn not of collection: (E) Acknowledges that (i) the Guaranteed Parties may proceed in law directly against Guar not Client. (ii) this is a continuing personal guarantee and shall not be discharged or affected for any reason

X _____
Signature (as an individual)

SCHEDULE 1



Pricing Overview to Merchant Agreement

Merchant: Keizer Utility

1. Transaction Processing Fees

Payment Brand Interchange: Visa, MasterCard and Discover assess an Interchange Rate, Assessment Fee & Network Fee on each transaction. These rates and fees will be passed through at cost.

Payment Brand Interchange & any incremental Discount %

Visa, MasterCard & Discover Interchange Rates	As set by each payment brand
Billing Frequency	Monthly

Pin Debit and/or EBT Network Fees	All Standard PIN Debit Network Fees will be assessed
--	--

JCB (Japanese Credit Bureau)	3.20% (Must Request this Payment Method)
-------------------------------------	--

Transaction Fees		Authorization Fees	Credit	Debit
Visa, MC, Discover Transaction Fee	\$0.00	Visa, MasterCard, Discover, Discount Rate	0.45%	0.45%
AMEX Transaction Fee	\$0.00	Amex Discount Rate	0.55%	
Return Fee	\$0.00	Authorization Fee	\$0.30	\$0.30
Batch Header Fee	\$0.00	AVS Authorization Fee	\$0.00	
Pin Debit Transaction Fee	\$0.00			

2. One Time Periodic Fees

One-Time Fees		Monthly Fees	
Setup Fee	\$0.00	Monthly Service Fee	\$7.00
Terminal Reprogram Fee	\$0.00	Visa Fixed Acquirer Network Fee*	Varies
		Monthly Minimum Fee	\$0.00
Annual Fees			
Annual Fee	\$0.00		
MC Merchant Location Fees 4	\$1.25		

1- Customer must have sufficient funds in its bank account to have these fees electronically debited. These fees will be electronically debited from your bank account at the time of setup.

2- Monthly service and minimum fees will be debited for the first time in the month after your account has been setup. These fees will be debited regardless of whether you are processing transactions through your account.

3- Visa Fixed Acquirer Network Fee is a monthly Fee assessed by Visa based on Merchant Category Code (MCC), dollar volume, number of merchant locations, number of Tax ID's and whether the physical Visa card is present or not present at the time of the transaction. This fee can vary monthly.

4- MasterCard merchant location Fee of \$1.25 will be applicable for each month with \$200.00 or more in MasterCard volume . This fee will be assessed quarterly based on the previous 3 months activity.

5- PPMS will apply the Monthly Minimum Fee only when the total amount of all processing fees (Sections 1. 3A, & 4) is less than \$25.00. If your processing fees do not reach \$25.00, we will charge the difference. For example, if your processing fees total \$17.00 we will charge an additional \$8.00 to meet the \$25.00 minimum.

3. Per Incidence Fees

3A. Per Incidence Fees: Charged every time your account incurs one of the items below.

Chargeback Fee	\$15.00	Charged when a cardholder or card issuing bank formally protests a charge.
Chargeback Inquiry Fee	\$5.00	Charged when an Issuing Bank or Acquiring Bank submits a documentation request for a Chargeback Inquiry
Batch Settlement Fee	\$0.00	Charged for each batch of transaction(s) submitted for settlement.
ACH return Fee	\$25.00	Charged when Bank is unable to debit fees from your account.

3B. Per Request Fees: Charged every time you request one of the following items.

Statement Fee (email)	Waived	No charge for statements that are available via online portal.
Statement Fee (Mail)	Waived	Charged each month PPMS mails a statement.
Supplies	By order	Charges for supply orders vary based on the items ordered.
Equipment Swap Fee	By order	Charged when you swap equipment. Fees for swapping equipment vary.

4. Payment Brand Fees - Per Incidence

These fees are billed by MasterCard, Visa and Discover and passed through to your account.

MC Acquiring License Fee *	Pass-Thru	Charged on MC Gross Sales volume. See additional information under Payment Brand Charges in Section 5.
MC Digital Enablement / Card Not Present Fee	Pass-Thru	Charged on MC Card Not Present Gross Sales Volume.
DI/JCB Network Authorization Fee	Pass-Thru	Charged by Discover on all authorizations for card transactions that are settled through Discover Network.
MC Auth Access Fee - AVS Card Present	Pass-Thru	Charged by MC when a merchant uses the Address Verification Service to validate a cardholder address.
MC Auth Access Fee - AVS Card Not Present	Pass-Thru	
MC Auth Access Fee	Pass-Thru	Charged by MC when an authorization is reversed or the authorization is provided by MC if the card issuer is not available.
MC Card Validation Code 2 Fee	Pass-Thru	Charged by MC when a merchant submits the Card Validation Code 2 (CVC2) in an authorization request.
MC Secure Code Transaction Fee	Pass-Thru	Charged on MC SecureCode transactions that are sent for verification.
MC Account Status Fee (Intra-Regional)	Pass-Thru	Charged by MC or Visa when a merchant uses this service to do an inquiry that a card number is valid.
MC Account Status Fee (Inter-Regional)	Pass-Thru	
Visa Zero \$ Account Verification Fee	Pass-Thru	
MC Processing Integrity Fee	Pass-Thru	Charged when a card is authorized but not deposited and the authorization is not reversed in a timely manner.
Pre authorization	Pass-Thru	
Final authorization*	Pass-Thru	* the minimum fee amount for a Final authorization is \$0.04
Visa Misuse of Authorization Fee	Pass-Thru	
Visa Zero Floor Limit Fee	Pass-Thru	Charged when a transaction is deposited but never authorized.
Visa Transaction Integrity Fee - Credit	Pass-Thru	Charged on Visa transactions that do NOT meet the qualification standards for US Custom Payment Service (CPS) categories.
Visa Transaction Integrity Fee - Debit/Prepaid	Pass-Thru	
MC Ineligible Chargeback Blocking Fee	Pass-Thru	Charged when fraud related Chargeback is blocked by MC.
MC Cross Border Assessment Fee	Pass-Thru	Charged by MC, Visa and Discover on foreign bank issued cards.
Visa International Service Assessment Fee	Pass-Thru	
Discover/JCB International Services Fee	Pass-Thru	
MC International Support Fee	Pass-Thru	Additional fee charged by MC, Visa and Discover on foreign bank issued cards.
Visa International Acquiring Fee	Pass-Thru	
Discover / JCB / International Processing Fee	Pass-Thru	

Customer Initials _____

By initialing the page, the undersigned Authorized Representative hereby certifies, for itself and for and on behalf of the Merchant, that the fees, rates and other charges set forth on this page have been reviewed, accepted and constitute a part of this Schedule A.
(Please initial here for page 2 and sign section 7 on page 3)

EXHIBIT B Sub-Merchant Agreement

This Sub-Merchant Agreement (Sub-Merchant Agreement) is among [City of Keizer]
(Merchant), First Data Merchant Services LLC (First Data), PSA Meta Bank (Bank), and Path Point Merchant Services (Company).

1. Services and Roles

- 1.1. Services. Merchant and Company entered into a [Company Merchant Agreement] (Agreement) that allows Company to act as a payment facilitator for authorization, processing, and settlement services (Acquiring Services).
- 1.2. Company. Company will facilitate the provision of the Acquiring Services outlined in the Agreement, including, supporting chargebacks, reporting, status changes, and questions about the Acquiring Services.
- 1.3. First Data. First Data and/or Company, through a separate agreement between First Data and Company, will provide the Acquiring Services to Merchant.
- 1.4. Bank. Bank is the member of Visa and MasterCard Networks that sponsors Company, First Data, and Merchant's acceptance of Visa and MasterCard transactions. Bank will also facilitate a portion of the debit transactions as set forth in the Agreement. As between Bank and First Data and Bank and Company, only Bank is approved to extend acceptance of Visa and MasterCard transactions directly to Company and/or Sub-Merchant. Bank is responsible for providing Company (as allowed by the Network Rules) or Merchant with settlement funds for Visa and MasterCard transactions. The Acquiring Services that Merchant receives from any Network other than Visa, MasterCard, and certain debit Networks are provided by Company and/or First Data and not by Bank.

2. Additional Terms and Conditions

- 2.1. By entering into this Sub-Merchant Agreement, Merchant agrees to comply with Network Rules, Your Payments Acceptance Guide, and applicable Laws.
 - 2.1.1. Network Rules are the rules, as amended from time to time by the Networks, that govern all Card processing.
 - 2.1.2. Your Payments Acceptance Guide is a summary of the Network Rules provided by First Data for Company and Sub-Merchant.
 - 2.1.3. Laws are all laws, rules, and regulations that are applicable to the parties' respective performance obligations under this Sub-Merchant Agreement.
- 2.2 Merchant represents and warrants to First Data, Bank, and Company that the receipt and handling of funds in settlement of transactions processed under the Agreement is solely in payment for Merchant's provision of bona fide goods and/or services to Merchant's customers (each, Payor). To the extent that Merchant's settlement funds are sent to Company and then by Company to Merchant, Merchant hereby designates Company, and Company hereby agrees to serve, as Merchant's limited agent for the sole purpose of receiving such payments on Merchant's behalf from Merchant's Payors. Merchant agrees that upon Company receiving payment from a Payor: (a) Merchant shall be deemed to have received payment from such Payor; (b) such Payor's obligation to Merchant in connection with such payment shall be satisfied in full; (c) any claim Merchant has for such payment against such Payor shall be extinguished; and (d) Merchant is obligated to deliver the applicable goods and/or services to the Payor, in each case regardless of whether or when Company remits such payment to Merchant. Company will remit to Merchant in accordance with the Agreement, or apply as an offset to any obligation Merchant may have to Company, any such payments Company receives on Merchant's behalf. Merchant shall identify to its Payors that Company is acting as Merchant's agent for purposes of receiving payment on Merchant's behalf. Any receipt provided to the Payor shall be binding on Merchant and shall satisfy all applicable regulatory requirements. This Section states the entirety of Company's duties as Merchant's agent for receipt of payment, and no other duties shall be implied by Company's undertaking to act in that capacity.

2.3 Additional Terms.

- 2.3.1 Card means a card, code, device, or other means allowing access to a credit, debit, prepaid, stored value, or similar account.

2.3.2 Cardholder means the individual who was issued a Card.

2.3.3 Settlement Account means a settlement account in which First Data, Bank, or Company will settle the transaction funds.

3 Settlement; Chargebacks

3.1 Upon First Data's receipt of the transaction data for transactions, First Data will process the transaction data to facilitate the funds transfer from the various Networks for Card sales. After First Data receives credit for such transaction data, subject to each party's other rights under this Sub-Merchant Agreement, First Data, Bank, or Company (either itself or through a licensed money transmitter) will provide provisional credit to Merchant's Settlement Account. Merchant agrees that it will not submit transactions for payment until the goods are delivered, shipped, or the services are performed. If the Cardholder disputes charges for merchandise or services before receiving them, a chargeback may result.

3.2 Merchant is solely responsible to pay the amount of any chargebacks resulting from transactions submitted by Merchant under this Agreement. Chargebacks can occur for a number of reasons. The following are some of the most common reasons for chargebacks: (1) a refund is not issued to Payor upon the return or non-delivery of goods or services; (2) an authorization/approval code was required and not obtained; (3) the transaction was allegedly fraudulent; (4) Payor disputes the Card sale or the signature on the sale documentation or claims that the sale is subject to a set-off, defense, or counterclaim; or (5) Payor refuses to make payment for a Card sale because, in Payor's good faith opinion, a claim or complaint has not been resolved or has been resolved but in an unsatisfactory manner.

4 Fees Pursuant to [Schedule 1], Merchant agrees to pay Company the fees associated with the provision of the services under this Sub-Merchant Agreement.

5 Reserve

5.1 In addition to any holdback and/or reserve rights that Company may have in the Agreement, Bank or First Data may require Merchant to fund a cash reserve (Reserve) in an amount that reflects Bank's or First Data's assessment of risk, as each may determine in its discretion from time-to-time. The Reserve is a payment obligation of Bank and First Data, established by holding back transaction proceeds or debiting the Merchant Settlement Account in order to potentially offset any obligations that Merchant may have to Bank or First Data. The Reserve is not a segregated fund that Merchant may claim to own. Bank and First Data are obligated to pay to Merchant any amounts remaining from the Reserve after all other current and contingent liabilities or obligations related to Merchant's payment transactions have expired (as provided for under the Network Rules).

5.2 The obligations due to Merchant from the Reserve will not accrue interest unless required by applicable Laws.

5.3 Bank or First Data will notify Merchant if a Reserve is established (including its amount) or if the amount of the Reserve is modified.

5.4 Bank or First Data may set off from the Reserve any obligations that Merchant owes to Bank or First Data from the Reserve.

5.5 Although Merchant acknowledges that the Reserve is a general obligation of Bank and First Data, and not a specifically identifiable fund, if any person claims that the Reserve is an asset of Merchant that is held by Bank or First Data, Merchant grants and acknowledges that Bank and First Data have a security interest in the Reserve and, at Bank's or First Data's request, will provide documentation to reflect this security interest.

5.6 Set-off. All funds that Bank or First Data owe to Merchant under this Sub-Merchant Agreement are subject to Merchant's payment obligations under this Sub-Merchant Agreement. Bank or First Data may set off amounts Merchant owes to either or both of Bank or First Data against any funds that either or both of Bank or First Data owe to Merchant.

6 Data Security: Data Security Merchant represents that it does not have access to Card information (such as the cardholder's account number, expiration date, and CVV2) and will not request access to such Card information from First Data or Bank. In the event that Merchant receives such Card information in connection with the services provided under this Sub-Merchant Agreement, Merchant agrees not to use it for any fraudulent purpose or in violation of any Network Rules, including but not limited to Payment Card Industry Data Security Standards (PCI DSS) or applicable Law. If at any time Merchant has reason to believe Card information has been compromised,

Merchant will notify First Data and Bank promptly and assist in providing notification to the proper parties. Merchant will ensure its compliance and the compliance of any third party service provider utilized by Merchant with all security standards and guidelines that are applicable to Merchant or such third party service provider and published from time to time by Visa, MasterCard, or any other Network, including without limitation, the Visa U.S.A. Cardholder Information Security Program (CISP), the MasterCard Site Data Protection (SDP), and (where applicable) the PCI Security Standards Council, Visa, and MasterCard PA-DSS (Payment Application Data Security Standards) (collectively, the Security Guidelines). If any Network requires an audit of Merchant due to a data security compromise event or suspected event, Merchant will cooperate with such audit. Merchant may not use any Card information other than for the sole purpose of completing the transaction authorized by the Payor for which the information was provided or as specifically allowed by Network Rules, Your Card Acceptance Guide, or required by applicable Laws. Merchant will reimburse First Data and/or Bank for all fines, fees, penalties, assessments, or other obligations of any kind imposed by a Network or a regulator on First Data or Bank due to a data security compromise event (i) caused by Merchant or its third party service providers; or (ii) that otherwise takes place on Merchant or its third party service providers systems to the extent not caused by First Data or Bank.

- 7 Financial Information; Audit Merchant will promptly provide any financial or other information reasonably requested by First Data, Bank, or Company to perform credit risk, security, qualification, and other reviews related to the provision of the services, transactions submitted, fulfillment of obligations to Company, First Data, Bank, or Cardholders, or the financial condition of Merchant. Merchant authorizes Company and First Data to obtain information from third parties when performing credit risk, security, qualification, and other reviews. Company, First Data, Bank, or their designees may perform a reasonable audit of Company's records related to its performance under this Sub-Merchant Agreement with 30 days' advance written notice to Merchant, during Merchant's normal business hours, and at Company's, First Data's or Bank's expense, as applicable.
- 8 Notice of Material Change; Third Parties Merchant will provide Company and First Data with reasonable advance notice of any material change in the nature of Merchant's business (including any change in control or merger, any liquidation, any transfer or sale of substantially all of its assets, or any change to Merchant's operations that would materially affect the products or services sold, the procedures for payments acceptance, or the fulfillment of obligations to a Cardholder). Merchant will provide Company and First Data with written disclosure identifying the third parties, systems, and services Merchant uses to receive, transmit, process, or otherwise manage information or its information technology systems (e.g., without limitation, encryption or firewall providers) related to the transaction information or payment data processed in connection with this Sub-Merchant Agreement (these third parties must be registered providers with the Networks).
- 9 Exclusion of Damages Bank, First Data, and Company are not liable under any theory of tort, contract, strict liability, or other legal theory for lost profits, lost revenues, lost business opportunities, exemplary, punitive, special, incidental, indirect, or consequential damages, each of which is hereby excluded by agreement of the parties, regardless of whether such damages were foreseeable or whether any party or any entity has been advised of the possibility of such damages.
- 10 Limitation of Liability Bank, First Data, and Company, in the aggregate (inclusive of any and all claims made by Merchant, whether related or unrelated) for all losses, claims, suits, controversies, breaches, or damages for any cause whatsoever (including, but not limited to, those arising out of or related to this Sub-Merchant Agreement) and regardless of the form of action or legal theory shall not exceed the lesser of (i) \$100,000; or (ii) the amount of fees received by Company for services provided under this Sub-Merchant Agreement in the immediately preceding 12 months.
- 11 Indemnification Merchant will indemnify Company, First Data, and Bank (including their respective affiliates, directors, officers, managers, and employees) for losses, damages, costs, or expenses (together, Losses) due to third party claims that result from Merchant's or Merchant's third party service providers' gross negligence, willful misconduct, or breach of this Sub-Merchant Agreement. The indemnified party will promptly notify Merchant of any third party claim that is subject to indemnification under this Sub-Merchant Agreement. The indemnifying party will have the opportunity to defend these claims using counsel it selects and will have the authority to enter into a settlement for monetary damages provided that it pays such amounts to the indemnified party. The parties will cooperate with regard to any other conditions of settlement as well as in providing records and access to personnel or other information reasonably necessary to defend any indemnified claims.
- 12 Assignment Bank or First Data may each, in whole or in part, assign or transfer this Sub-Merchant Agreement or delegate or subcontract its respective rights, duties, or obligations under this Sub-Merchant Agreement without Merchant's or Company's consent. Merchant further acknowledges that another financial institution may be substituted for Bank with respect to Bank's obligation.

13 Confidentiality

- 13.1 Confidentiality. No party will disclose non-public information about another party's business (including

the terms of this Sub-Merchant Agreement, technical specifications, customer lists, or information relating to a party's operational, strategic, or financial matters) (together, Confidential Information). Confidential Information does not include information that: (1) is or subsequently becomes publicly available (through no fault of the recipient); (2) the recipient lawfully possesses before its disclosure; (3) is independently developed without reliance on the discloser's Confidential Information; or (4) is received from a third party that is not obligated to keep it confidential. Each party will implement and maintain reasonable safeguards to protect the other party's Confidential Information.

- 13.2** Disclosure. The recipient may disclose another party's Confidential Information: (1) to its directors, officers, personnel, and representatives (including those of its subsidiaries, affiliates, subcontractors, or vendors) that need to know it in connection with the recipient's performance under this Sub-Merchant Agreement and that are bound by confidentiality obligations materially similar to those required under this Sub-Merchant Agreement; and (2) in response to a subpoena, court order, request from a regulator, or as required under applicable Laws or Network Rules.

14 Term; Termination

- 14.1** Term. This Sub-Merchant Agreement shall be in effect upon acceptance by all parties and shall remain effective for the term of the Agreement unless terminated earlier pursuant to the terms of this Sub-Merchant Agreement.
- 14.2** Termination. In addition to the termination rights in the Agreement, Bank and/or First Data may terminate this Sub-Merchant Agreement without advance notice for any other reason, without cause.

- 15** MATCH Reporting If this Sub-Merchant Agreement is terminated for cause, Merchant acknowledges that Bank or First Data may be required to report Merchant's business name and the names and other identification of Merchant's principals to the Networks. Merchant expressly agrees and consents to such reporting in the event Merchant is terminated as a result of Bank's, First Data's, or Company's termination for cause or for any reason specified by the Network(s) as cause. Furthermore, Merchant agrees to waive and hold Bank and First Data harmless from and against any and all claims which Merchant may have as a result of such reporting.

16 Arbitration

- 16.1** This arbitration provision will be broadly interpreted. If Merchant has a dispute with First Data or Bank that cannot be resolved informally, Merchant, Bank, or First Data may elect to arbitrate that dispute in accordance with the terms of this arbitration provision rather than litigate the dispute in court.
- 16.2** The parties agree that the following will not be subject to arbitration: (a) disputes relating to the scope, validity, or enforceability of this arbitration provision; (b) any claim filed by either party in which the amount in controversy is properly within the jurisdiction of a small claims court; and (c) any dispute related to the validity of any party's intellectual property rights.
- 16.3** If a party elects to resolve the dispute through arbitration pursuant to this arbitration provision, the party initiating the arbitration proceeding must open a case with the American Arbitration Association - Case Filing Services, 1101 Laurel Oak Road, Suite 100, Voorhees, NJ 08043, 877-495-4185, www.adr.org.
- 16.4** Because the services provided to Merchant under this Sub-Merchant Agreement concern interstate commerce, the Federal Arbitration Act (FAA) will govern this arbitration provision, including the issue of whether the dispute is subject to arbitration. The Commercial Arbitration Rules of the American Arbitration Association (AAA) will govern any arbitration. If there is a conflict between this arbitration provision and the AAA Rules, this arbitration provision will govern. If the AAA will not administer a proceeding under this arbitration provision as written, it cannot serve as the arbitration organization to resolve the dispute. If this situation arises, the parties will agree on a substitute arbitration organization. If the parties are unable to agree, the parties will mutually petition a court of appropriate jurisdiction to appoint an arbitration organization that will administer a proceeding under this arbitration provision as written. If there is a conflict between this arbitration provision and the rest of this Sub-Merchant Agreement, this arbitration provision will govern.
- 16.5** A single arbitrator will resolve the dispute. The arbitrator will honor claims of privilege recognized by applicable Law and will take reasonable steps to protect each party's information and other confidential or proprietary information. If the claim alleged in the dispute is for \$10,000 or less and the dispute is not excluded based on Section 16.2 above, Merchant may choose whether the arbitration will be conducted solely based on documents submitted to the arbitrator, through a telephonic hearing, or by an in-person hearing under the rules of the selected arbitration organization. The arbitrator will make any award in

writing but need not provide a statement of reasons unless requested by a party. An award rendered by the arbitrator may be entered in any court having jurisdiction over the parties for purposes of enforcement.

- 16.6** If an award granted by the arbitrator exceeds \$50,000, either party can appeal that award to a three arbitrator panel administered by the same arbitration organization by a written notice of appeal filed within 30 days from the date of entry of the written arbitration award. The arbitration organization will then notify the other party that the award has been appealed. The members of the three-arbitrator panel will be selected according to the AAA's Commercial Arbitration Rules. The three-arbitrator panel will issue its decision within 120 days of the date of the appealing party's notice of appeal. The decision of the three-arbitrator panel will be final and binding, except for any appellate right which exists under the FAA.
- 16.7** All parties to an arbitration must be individually named. There will be no right or authority for any claims to be arbitrated or litigated on a class action, joint, or consolidated basis or on a basis involving claims brought in a purported representative capacity on behalf of the general public (such as a private attorney general), other clients, or persons.
- 16.8** The arbitrator may award injunctive or similar relief only in favor of the individually named party and only to the extent necessary to provide relief warranted by that individual party's claim. The arbitrator may not award injunctive relief applicable to any class or similarly situated individual or groups.
- 16.9** The arbitration will take place in Suffolk County, NY.
- 16.10** Bank or First Data will pay arbitration filing fees and arbitrator's costs and expenses of which Merchant provides notice to Bank or First Data prior to the commencement of the arbitration. Merchant is responsible for all additional costs that Merchant incurs in the arbitration, including fees for attorneys or expert witnesses. If the arbitration is resolved in Bank and First Data's favor, Merchant will reimburse Bank and First Data for the filing fees and costs paid to Merchant only up to the extent awardable in a judicial proceeding. If the arbitration is resolved in Merchant's favor, Merchant will not be required to reimburse Bank or First Data for any of the fees and costs paid by Bank or First Data. Notwithstanding anything to the contrary in this arbitration provision, Bank or First Data will pay all fees and costs that Bank or First Data are required by applicable Law to pay.
- 16.11** If Merchant does not wish to arbitrate disputes, Merchant must notify Bank and First Data in writing within 30 days of the date that Merchant first receives this Sub-Merchant Agreement by writing a notice including Merchant's name, address, and account number, as well as a clear statement that Merchant does not wish to resolve disputes through arbitration and sending that notice (a) by e-mail to arbitrationoptout@firstdata.com; (b) by fax to 402-916-2200; or (c) by mailing to "Arbitration Opt Out Notice, 3975 N.W. 120th Ave, Coral Springs, FL 33065 (These Fax Numbers and Addresses are only for submitting the notice described in this Section). Merchant's decision to opt out of arbitration will have no adverse effect on Merchant's relationship with Bank, First Data, or the services provided under this Sub-Merchant Agreement.
- 16.12** If a court of competent jurisdiction finds any part of Section 16.7 to be illegal or unenforceable, the entire arbitration provision will be unenforceable, and the dispute will be decided by a court. If any other clause in this arbitration provision is found to be illegal or unenforceable, that clause will be severed from this arbitration provision, and the remainder of this arbitration provision will be given full force and effect.
- 16.13** Merchant, First Data, and Bank have each agreed to waive the right to trial by jury.

- 17** Choice of Law The parties acknowledge and agree that all disputes and this Sub-Merchant Agreement will be governed by, and construed in accordance with, New York law (exclusive of any conflicts and choice of law rules set forth therein).

18 Notices

- 18.1** Notice to First Data will be sent to: First Data Merchant Services LLC, Attn: Executive Vice President – Operations, 5565 Glenridge Connector NE, Atlanta, Georgia 30342; with a copy to: First Data Merchant Services LLC, Attn: General Counsel's Office, 6855 Pacific Street, AK-32, Omaha, NE 68106. Emailed notices to First Data will be sent to: legalpapers@firstdata.com.
- 18.2** Notice to Bank will be sent to: MetaBank, Attn: Vice President - Operations, 5501 South Broadband Lane, Sioux Falls, South Dakota 57108; with a copy to: MetaBank, Attn: Legal, 5501 South Broadband Lane, Sioux Falls, South Dakota 57108.

18.3 Notice to Company will be sent to: Path Point Merchant Services, 108 S. 700 East, American Fork, UT 84003. Emailed notices to Company will be sent to: legal@pathpointms.com.

18.4 Notice to Merchant will be sent to: Merchant's Business/Corporate Address on file with Company. Emailed notices to Merchant will be sent to the email address on file with Company.

19 Publicity No party will make any press release or other public disclosure concerning the terms and conditions of this Sub-Merchant Agreement without the prior written consent of the other party.

20 Entire Agreement; Waiver This Sub-Merchant Agreement constitutes the entire agreement between the parties with respect to the subject matter discussed in this Sub-Merchant Agreement and supersedes any previous agreements and understandings. Except as provided in this Sub-Merchant Agreement, this Sub-Merchant Agreement can be changed only by a written agreement signed by all parties. A party's waiver of a breach of any term or condition of this Sub-Merchant Agreement will not be deemed a waiver of any subsequent breach of the same or another term or condition.

21 With respect to each of First Data and Bank, performance of such party's obligations set forth in this Sub-Merchant Agreement constitutes such party's acceptance of the terms of this Sub-Merchant Agreement.



Amendment to Card Acquiring Services Agreement

This Amendment (“**Amendment**”) is entered into by and between PathPoint Merchant Services, (“**PathPoint**”), and Keizer, OR (“**Customer**” or “**City**”). PathPoint and Customer are referred to collectively as the “**Parties**” and shall be effective as of the date of the last signature below.

RECITALS

WHEREAS, the Parties entered into that certain Card Acquiring Services Agreement (the “**Agreement**”); the effective date of which shall be the date of the last signature below;

WHEREAS, Customer has proposed certain revisions to the Agreement;

WHEREAS, PathPoint has agreed to incorporate certain of such proposed revisions, subject to the terms of this Amendment, without altering the remainder of the Agreement;

NOW, THEREFORE, in consideration of the mutual covenants contained herein, the Parties agree as follows:

1. Amendments to the Agreement

The following provisions are hereby incorporated into the Agreement and shall either modify, supplement or amend the Agreement, as expressly stated in each instance below:

1.1 Representations and Warranties Regarding Payors

Section 8.0 of the Agreement shall be modified to read:

Customer warrants that it will provide Company with relevant billing information for Payors. Customer agrees to indemnify and hold Company harmless from any claim or liability relating to any inaccuracy in billing information provided to Company. Customer further represents and warrants with respect to all Transactions processed for Customer by Company that: (a) each Payor has authorized the Transaction, (b) each Transaction is for an amount agreed to by the Payor, (c) each Transaction is in accordance with the Rules and Regulations and properly authorized in all other respects, (d) to the best of Customer’s knowledge, Payors are U.S. persons and are not the target of economic or financial sanctions imposed by any government authority. Customer agrees to defend, indemnify, and hold Company and all its agents harmless for any losses, liabilities, legal action costs or expenses incurred by Company as a result of any breach of these representations and warranties either intentionally or recklessly by Customer. Customer shall cease initiating Transactions immediately upon receiving actual or constructive notice of the termination or revocation by the Payor of authority. Customer must provide Company immediate notice if Client detects illegal, fraudulent, deceptive or suspicious activity associated with a Payor.

1.2 Termination

Section 11.0 shall be modified to read



This Agreement may be terminated by either party with at least 60 days written notice prior to the end of the initial 3-year term or renewal term specifying the effective date thereof. In the event this Agreement is terminated by Customer through no fault of Company, Company shall be paid for all services performed up to the date of termination. This Agreement shall automatically terminate upon termination of the Sub-Merchant Agreement by First Data or Acquiring Bank. After the initial term, Customer may terminate this Agreement with at least 60 days written notice and Company shall be paid for all services performed up to the date of termination.

1.3 Governing Law; Attorneys Fees

Section 11.0 The first sentence of the paragraph shall be modified to read:

This Agreement shall be governed by and construed under the laws of the State of Oregon.

By signing below, Customer and Company shall be legally bound and agree to the terms of this Amendment.

Customer:

City of Keizer, OR

By: _____

Name: _____

Title: _____

Date: _____

Company:

PathPoint Merchant Services

By: _____

Name: _____

Title: _____

Date: _____



To: Mayor Clark and City Council Members
Thru: Adam J. Brown, City Manager
From: Melissa Bisset, City Recorder
Subject: Recognizing National Observances and Commemorative/Heritage Months

Proposed Motion

No motion required.

I. Summary

City Council is asked to review the list of national observances and commemorative/heritage months for the upcoming year. No proclamation requests were submitted by the annual deadline.

II. Background

- A. Requests for proclamations must be submitted to the City Recorder through the online request form by December 15 each year. Council approval is required to recognize national observances and commemorative/ heritage months.
- B. Council adopts a list of recurring proclamations that are placed on a proclamation calendar. The Council last adopted the National Observances and Commemorative/ Heritage Months on April 21, 2025 by Resolution R2025-3567.
- C. Section 14 of the Council Rules of Procedure limits proclamation presentations to one per meeting.

III. Current Situation

- A. No proclamation requests were submitted by the December 15 deadline. With the start of the new year, Council should review the attached resolution listing national observances and commemorative/ heritage months. Council may make changes to the list, propose additional observances, or take no action.

IV. Analysis

- A. **Strategic Impact** - NA

B. **Financial** - No financial impact.

C. **Timing** - The list of national observances and commemorative/heritage months will be effective with Council approval.

D. **Policy/Legal** -

- City Council approval is required to revise the national observances and commemorative/heritage months.
- Section 14 of the Council Rules of Procedure limits the number of proclamation presentations to one per meeting.

V. **Alternatives**

A. Review the attached Resolution and make no revisions.

B. Propose other changes to the national observances and commemorative/heritage month listing and direct staff to return with a Resolution at the February 2, 2026 Council meeting.

C. Take no action.

VI. **Recommendation**

Discuss the proclamation list, and if desired, direct staff to return with a Resolution revising the list at the February 2, 2026 City Council meeting.

Attachments

1. RES_2025-3567_04 21 2025

“Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury.”

CITY COUNCIL, CITY OF KEIZER, STATE OF OREGON

Resolution R2025-3567

RECOGNIZING NATIONAL OBSERVANCES AND
COMMEMORATIVE/HERITAGE MONTHS; **REPEAL OF
RESOLUTION R2025-3565**

WHEREAS, the City Council adopted Resolution R2025-3565 (Recognizing
National Observances and Commemorative/Heritage Months) on April 7, 2025;

WHEREAS, the Council has reviewed recognition requests on April 7, 2025 and
wish to revise the recognized national observances and commemorative/heritage months
as outlined below;

NOW, THEREFORE,

BE IT RESOLVED by the City Council of the City of Keizer that the following
national observances and commemorative/heritage months are hereby recognized by the
City of Keizer and shall be presented at a City Council regular session meeting:

- **Black History Month (February)**
- **Women's History Month (March)**
- **National Disability Employment Awareness Month and National
Developmental Disability Awareness Month (March)**
- **Child Abuse Prevention Month (April)**
- **Volunteer Recognition Month (April)**
- **Jewish American Heritage Month (May)**
- **Asian American Native Hawai'ian Pacific Islander Heritage Month (May)**
- **Lesbian, Gay, Bisexual, Transgender and Queer Pride Month (June)**
- **Juneteenth Proclamation (June)**
- **National Suicide Prevention Month (September)**

- **National Hispanic Heritage Month (September)**
- **Indigenous Peoples' Day (October)**
- **Domestic Violence Awareness Month (October)**
- **Native American Heritage Month (November)**
- **National Veterans and Military Families Month (November)**
- **Human Rights Day (December)**

BE IT FURTHER RESOLVED by the City Council of the City of Keizer that recognition may include the following types of activities among others in the discretion of the City Manager:

- Acknowledgement on the City's reader board,
- Acknowledgement on the City's website/social media with links to additional educational materials,
- Displaying educational materials.

BE IT FURTHER RESOLVED that the above observances are to be announced as a formal proclamation.

BE IT FURTHER RESOLVED by the City Council of the City of Keizer that the following national observances and commemorative/heritage months are hereby recognized by the City of Keizer, but will not be presented at a City Council regular meeting, but as a formal proclamation:

- **Foster Care Awareness (April)**
- **Vietnamese-American Remembrance Day (April 30)**
- **Older Americans Month (May)**
- **Frontline Worker Appreciation Month (May)**
- **Constitution Week (September)**
- **Filipino American History Month (October)**

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- L0
- L1
- L2
- L3
- L4
- L5
- L6
- L7
- L8
- L9

3
4
5

6
7

8
9

10

12

L 4
L 5
L 6

18
19



MINUTES
KEIZER CITY COUNCIL
Monday, January 5, 2026
Robert L. Simon Council Chambers
930 Chemawa Road NE
Keizer, Oregon

CALL TO ORDER

Mayor Clark called the meeting to order at 6:00 p.m.

ROLL CALL

Roll call was taken as follows:

Present:

Cathy Clark, Mayor
Shaney Starr, Council President
Soraida Cross, Council Vice
President
Kyle Juran, Councilor
Daniel Kohler, Councilor via Zoom
Marlene Parsons, Councilor
Lore Christopher, Councilor
Felicia Guphill, Youth Councilor

Staff:

Adam Brown, City Manager
Tim Wood, Assistant City Manager
Shane Witham, Planning Director
Joseph Lindsay, City Attorney
Bill Lawyer, Public Works Director
Tim Hein, Police Lieutenant
Garrett Klever, Human Resources
Director
Melissa Bisset, City Recorder

FLAG SALUTE

Mayor Clark led the pledge of allegiance.

SPECIAL ORDERS OF BUSINESS

There were no special orders of business.

COMMITTEE REPORTS

a. Volunteer Coordinating Committee Recommendation for Keizer Public Art Commission (KPAC)

City Recorder Melissa Bisset summarized the staff report.

Council President Starr moved that the Keizer City Council appoint James Merrill to Position #5 on the Keizer Public Arts Commission for a term expiring June 30, 2026. Councilor Kohler seconded.

Motion passed unanimously as follows:

AYES: Clark, Starr, Cross, Kohler, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

PUBLIC COMMENTS

Carolyn Homan, Keizer, Secretary of the West Keizer Neighborhood Association, shared that they would have the election of new board members at the January 8th meeting and the speaker would be Maddie Alsum from Keizer Fire District.

B.J. Toewe, Keizer Community Library, shared that the numbers continued to go up at the Keizer Community Library. She shared about the significance of the Summer Reading Program and the importance of using the larger rooms at the Event Center. She thanked the Council for their past support of the program.

Robert Dozler, Keizer had some concerns about the number of electric scooters and bikes using the sidewalks instead of bike paths. He was also concerned about speeding on Cummings Lane. He expressed concern about the running of lights on River Road. He hoped to see more traffic control. He felt that public officials should be supported and thanked the Council for their service.

Mayor Clark acknowledged Mr. Dozler's comments about e-scooters and shared that the Multi-Modal Safety Committee was having conversations about the matter. Lieutenant Hein shared that he would share Mr. Dozler's concerns with Officers. Mayor Clark commented that the City now has authorization by the legislature to run red light cameras on River Road and that there could be conversation in the upcoming year.

CONSENT CALENDAR

- a. **Approval of December 10, 2025 Special Meeting Minutes**
- b. **Approval of December 15, 2025 Regular Session Minutes**
- c. **RESOLUTION - Authorizing the City Manager to Award and Enter Into a Contract with Turney Excavating Inc. for 2026 Waterline Replacement Project**
- d. **Event Center Use Fee Waiver - Keizer Community Library Summer Reading Program Performances**

Council President Starr moved that the Keizer City Council approve the Consent Calendar. Councilor Kohler seconded. Motion passed unanimously as follows:

AYES: Clark, Starr, Cross, Kohler, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

PUBLIC HEARINGS

- a. **RESOLUTION - Authorization for a Supplemental Budget - General Fund - Police**

Department K9

RESOLUTION - Authorization for a Supplemental Budget - General Fund - Police Department Workers Compensation

RESOLUTION - Authorization for a Supplemental Budget - Administrative Services Fund - Public Works Non-Departmental Retirement

Mayor Clark opened the Public Hearing.

Assistant City Manager Tim Wood summarized the staff report.

With no further testimony, Mayor Clark closed the Public Hearing.

Council President Starr moved to adopt Resolution R2026- Authorization for Supplemental Budget - General Fund - Police Department K9. Councilor Kohler seconded. Motion passed unanimously as follows:

AYES: Clark, Cross, Kohler, Starr, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

Council President Starr moved to adopt Resolution R2026- Authorization for Supplemental Budget - General Fund - Police Department Workers Compensation. Councilor Kohler seconded. Motion passed unanimously as follows:

AYES: Clark, Cross, Kohler, Starr, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

Council President Starr moved to adopt Resolution R2026- Authorization for Supplemental Budget - Administrative Services Fund - Public Works Non-Departmental Retirement. Councilor Kohler seconded. Motion passed unanimously as follows:

AYES: Clark, Cross, Kohler, Starr, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

ADMINISTRATIVE ACTION

a. RESOLUTION - Repeal of Resolution R93-616; Reopening of Fourth Place

Planning Director Shane Witham summarized the staff report.

Deputy Fire Marshal Anne-Marie Storms and Chief Ryan Russell were present to discuss the matter. Chief Russell explained the Fire Code requirements and asked that the Council reconsider the temporary closure from 1993 and open the street back up.

Deputy Fire Marshal Storms shared that they wanted to make sure the neighborhood was as safe as possible.

Cherie Vignerie expressed her concern with increased speed if it were opened up. She added that there would be increased traffic. She commented that there were no streetlights and that there were low laying trees would need to be trimmed. She felt there was no need for the gate to be removed. She asked that an alternative be considered. She asked that the walkers, children, and elderly and their safety be considered.

Gilbert Baltazar, Keizer, shared that he lived next to the road closure and opposed re-opening of Fourth Place. He felt that there would be increased speeding and traffic through the neighborhood. He felt that re-opening the road should not be the only option. He shared that he had seen gates that could be opened and closed with a chain link.

Mark Grenz, Keizer, shared that it created a significant hazard and risk. Mr. Grenz provided the Council with copies of Appendix D - Fire Apparatus Access Roads, Section 107. He shared that he supported the Fire District's request and thought that it was necessary because of the risk to the City and the residents.

Deputy Fire Marshal Storms explained that the Code also factors in fire and emergency responses, which includes Emergency Medical Services, law enforcement partners, and sanitization workers needing accessibility.

Nancy Cameron, Keizer, shared that her lot was at the corner of Sandy and 4th, and she had lived there for 44 years. She felt that in an emergency, the barricade could be removed and that there would not be a problem. She felt the barrier was fine but was not aware of the construction that was coming. She felt that there were other options. She asked if the barrier was removed, if the street sweeper would be scheduled to come down the road. She expressed her concern with additional traffic. Ms. Cameron added that there were many pedestrians on the street.

Youth Councilor Guptill asked what the traffic counts would be if the gate were opened. Mr. Witham responded that it would be difficult to know what the increased amount of traffic would be since it has been closed.

Councilor Parsons asked about receiving complaints from children jumping the fences after the gate was closed on MacArthur. She commented that there used to be a lot of problems with the students in the past when the decision was made to close the gate.

Council President Starr asked why the original gate was not put up. Mr. Witham shared some of the history but didn't know the exact reason. Council President Starr asked if it was an option to put in a gate with a trigger to open the gates in case of an emergency. Fire Marshal Storms shared that there was a provision in the Code that allowed for events; however, the quicker emergency responders could, the better potential outcome. She said this gate option could be done, but it would be a huge expense and delayed response times. Chief Russell commented on the importance of egress for the neighborhood.

City Attorney Joseph Lindsay shared that the City Code incorporated the Fire Code and suggested that it would be better not to have a permanent barricade, so the City could follow its own codes. He added that the Police Department may also appreciate connectivity.

Councilor Cross asked when the letter went out and if there were other communication methods that were used. Mr. Brown noted that staff felt a direct mailing to the neighbors was the best form of communication.

Councilor Christopher noted that it had originally been meant to be a temporary solution.

Mr. Witham provided a history of the decisions about the temporary street closure.

There was discussion about potential liability.

Mr. Witham shared that the area was not in compliance with the Fire Code and had been out of compliance. He explained the new development in relation to the Fire Code.

Councilor Christopher asked about the costs for a gate. Fire Marshal Storms shared that the gate would not help the neighborhood with egress.

Mayor Clark asked about seeing design options that would meet the code, release the liability, and address the concerns of the residents.

There were discussions about a potential speed table, the expenses, and a discussion with the Multi-Model Safety Committee and the neighbors.

Mr. Witham commented on the importance of the Public Works Director being a part of the conversation.

There was a question about how long it takes to get a gate open considering that seconds matter for transports.

Youth Councilor Guptill asked about removing the barrier for a certain amount of time and allowing for further discussion.

Mayor Clark suggested that the Council receive plans for traffic monitoring and traffic-calming recommendations for changes and the associated costs.

Council President Starr moved to adopt Resolution R2026- Repeal of Resolution R93-616; Reopening of Fourth Place. Councilor Kohler seconded.

There was a suggestion to add a timeline to determine traffic-calming options.

Motion passed unanimously as follows:

AYES: Clark, Cross, Kohler, Starr, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

There was a suggestion for staff to look at possible design options that would be traffic-calming and would maintain the walkability of the neighborhood.

By consensus, the Council directed staff to come back to the City Council within 90 days with traffic-calming options. The City would provide data and design options within 90 days, and there would be additional conversations as needed. Mayor Clark appreciated the letters being sent to the surrounding neighbors.

b. Management Contract for the Keizer Little League Sports Complex

Councilor Christopher moved to suspend the rules to take up the matter of postponing this until a later date. Councilor Juran seconded. Motion passed as follows:

AYES: Cross, Starr, Juran, Kohler, and Christopher (5)

NAYS: Clark and Parsons (2)

ABSTENTIONS: None (0)

ABSENT: None (0)

Councilor Christopher clarified that her motion was not to take action on it tonight and to set it up for a work session. Councilor Juran seconded.

Councilor Christopher moved to table item 9.b. until such a time as we can have a work session that and so it won't be to a time certain and would be after the work session. Councilor Juran seconded.

There was discussion about how to hear from the people who had come to the meeting to speak on the item.

City Manager Adam Brown stated that it was getting late in the season to make a transition and that it would be difficult to wait even two weeks.

Mayor Clark noted that the Council directed staff to work with the company and draft the contract to move forward with the professional management of the fields. Mayor Clark asked why the delay. Councilor Christopher commented that the Keizer Fields was a different situation and when the City went out for a Request for Proposal, the types of responses received were not anticipated. Councilor Christopher felt that she wasn't sure that the City was prepared to spend half a million dollars the first year for the management team with a promise of success.

Council President Starr commented on the process, the monthly management cost of \$17,000, and that the general fund was \$2,000,000 upside down. She suggested not using the same business model that was previously used over and over—and that something different needed to be done for this agenda item.

Motion passed as follows:

AYES: Cross, Starr, Juran, and Christopher (4)

NAYS: Clark, Parsons, Kohler (3)

ABSTENTIONS: None (0)

ABSENT: None (0)

Councilor Christopher moved to suspend the rules for the purpose of reopening Public Comment. Council President Starr seconded.

Motion passed unanimously:

AYES: Cross, Starr, Juran, Christopher, Clark, Parsons, and Kohler (7)

NAYS: None (0)
ABSTENTIONS: None (0)
ABSENT: None (0)

Billy Hilliard, Sports Facilities Companies (SFC), explained that they run the facility professionally and that the City approves the budget. There was concern about supporting the enterprise budget if the decision was to be delayed much longer. They have 106 venues they manage across the country. Mr. Hilliard commented on helping facilities across the country and felt they were very good at working with communities on balancing the local use and impact—and to drive economic impact as well. Councilor Kohler asked about the budget and who puts the budget together.

Mr. Hilliard explained that the City works with them to create the budget, and they do not deviate from the budget. A formal budget would be presented within 30 days. Mr. Brown shared that the floating capital was the only risk because the management company would need to have revenues coming into pay for the rest of the season.

Councilor Kohler asked about gate fees. Mr. Hillard shared that 98 to 99 percent of tournaments across the country charge a gate fee. He explained that they could look at a mechanism that doesn't charge local families a gate fee for local tournaments. Mr. Brown clarified that there would be gate fees on the weekends for tournaments but not for Keizer Little League and McNary Youth Baseball, and that the goals were to have affordable play for local kids and have a great facility.

There was a question about floating capital. Mr. Hilliard shared that there was a caveat in the contract that the floating capital would be paid back.

Councilor Cross asked what could be done to keep the group moving and that the Council could do their due diligence so that the kids could play.

Mr. Hilliard commented that many venues were booking into 2028. Mike Higgins, SFC, shared that many facilities were booked one to two years out. He shared several tournament opportunities.

Councilor Cross appreciated the tournament partnerships with various organizations.

Mayor Clark confirmed that the management services in the contract were part of the equation for the ProForma.

The importance of Transient Occupancy Tax (TOT) was discussed and the impact that the tournaments could have on the TOT.

Council President Starr felt heartburn about the capital outlay that had to be fronted first with ProForma at \$17,000 monthly.

Mr. Brown shared that \$120,000 would move from Phase III of the Turf Fields, and there was \$20,000 of TOT put towards the Facility Plan for the Little League Park. Mr. Brown shared that the safety net was that ProForma couldn't go back to the City and ask for more money if it wasn't budgeted.

There were questions about what would happen if the \$120,000 was not made.

Council President Starr expressed her concern about the risk and what the contingency would be. There were safety nets built in that the operator could not operate outside of the approved budget.

Councilor Christopher commented that the fields were not in good shape and needed upgrades, and she asked for a figure on how much was needed to get the fields ready to sell tournaments.

Mr. Higgins shared that they would work with the City on what things were important for a capital improvement program. There would be goal-setting sessions and discussion about capital improvements.

Council President Starr moved to suspend the rules to continue the City Council meeting to complete the Agenda and to take a recess for ten minutes. Seconded by Councilor Parsons. Motion passed as follows:

AYES: Cross, Starr, Kohler, Clark, Parsons, Christopher, and Juran (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

Recess at 8:54 p.m.; the meeting resumed at 9:09 p.m.

Councilor Juran expressed concern about how much money beyond the upfront \$140,000 might be needed for capital improvements. He asked if they had ever failed. Mr. Higgins responded that the cash flow gets things going, and the goal was to pay back the \$100,000 money fronted by the City at the end of the operating cycle. Mr. Higgins explained that they were accepting the fields as they are now. Discussion ensued regarding safety concerns. Mr. Hilliard shared that there had been one termination in the time he had been there. Councilor Juran wanted more conversations to iron things out.

Youth Councilor Guptill asked how much it would cost to hire staff to manage the fields. Mr. Brown explained that it would be at least the same cost as the management contract but likely more.

Joey Jewel, Travel Salem, Chief Sales Officer and Executive Director, shared that they were trying to increase tourism in the region. He had been familiar with SFC and had been in this industry for over 10 years. He asked the Council to think about what the revenue streams were and consider the TOT as an investment. He commented on sports tourism and that it had continued to be relatively stable. He thought it was an opportunity to raise revenue for the community through sports tourism.

William Johnson, Keizer, President of Keizer Youth Sports Association (dba McNary Youth Baseball), expressed his disappointment as it had a shotgun start late in the season, and he felt this matter was all foreseeable. He noted that at the October 6th Council meeting, the Council supported moving this forward and asked a lot of the same questions and received the same answers. He feared that pushing the matter down two more weeks might cause irreparable damage.

Shannon Moore, Keizer, President Keizer Little League, expressed her disappointment. She

stated that their organizations are not-for-profit, and they do not have the funds or the volunteers to invest in running a park. She felt that continuing to postpone the matter was jeopardizing the upcoming season. Ms. Moore felt that the company had integrity. She felt there should be an urgency.

Andrew Fletchall, Keizer, Secretary and Co-Treasurer for Keizer Youth Sports Association, was impressed by how the Mayor managed the October 6th meeting. He was proud of the community and was not proud of the safety issues at the fields. He stated that there were tournaments that were canceled last spring due to the condition of the fields, and they were already losing revenue by not being able to support tournaments coming to Keizer. He was a big proponent of SFC. He was saddened that the matter was being delayed.

Todd Walling, Salem, OG Sports, explained the timeline for bringing tournaments in. He shared that he had 27 local kids signed up for umpire training to work at the tournaments in Keizer. Mr. Walling commented on pricing and the impact on pricing for better quality fields. He noted that 82 percent of the tournaments were for more than an hour out of driving time, so that the participants would stay in hotels. The impact on TOT was noted.

Youth Councilor Guptill asked about how much Keizer made from OG Sports renting from the City. Mr. Walling shared that it was a maximum of \$1,000 per day, per field, and he budgeted \$2,500 per weekend if using lights and the larger field.

Councilor Juran asked how many games were played under the lights. Mr. Walling noted there was only one field with lights and that the field was maximized with teams using it.

Councilor Kohler asked what the City really had at risk.

Mr. Brown shared that the \$145,000 was the risk and was the floating capital, so the risk would be that it was not replaced at the end of the year. Mr. Higgins commented that \$25,000 of that was a purchase of capital equipment for the concession stand.

Mr. Hilliard commented that the seed operation capital was involved in the initial budgeting process, and he noted that all of the funds may not be needed.

Mr. Higgins explained that they would work with the City on how the City wants priority and rates. Discussion ensued about sponsorship staying in the enterprise.

Mr. Hilliard shared that they would stay in close contact with the City, so there were no surprises.

It was noted that TOT had not been increased in Keizer. Mr. Jewel discussed the Salem Tourism Promotion Area (STPA), which was a fee that could be used as a revenue stream.

Council President Starr expressed her concern about the risk. Mr. Hilliard explained that this would be the lowest management fee of any in the country. Mr. Hilliard shared that there potentially could be a possibility of a 90-day bridge agreement.

It was noted that the purchased equipment would be owned by the City.

The STPA was discussed as a fee assessment. It was a voluntary opt-in for Hotels.

Councilor Christopher moved to replace January 12th work session with continuation of this contract and push the Urban Grown Boundary and Bailey Road property to January 26th. Motion died for a lack of a second.

There was a brief discussion about a possible bridge agreement.

Council Vice President Cross moved to reconsider to table item 9.b. until such a time as we can have a work session that and so it won't be to a time certain and would be after the work session. Councilor Kohler seconded. Motion passed as follows:

AYES: Cross, Starr, Kohler, Clark, and Parsons (5)

NAYS: Christopher and Juran (2)

ABSTENTIONS: None (0)

ABSENT: None (0)

Councilor Christopher moved to table item 9.b. until such a time as we can have a work session that and so it won't be to a time certain and would be after the work session. Councilor Juran seconded.

Councilor Kohler encouraged the Council to think about what Keizer needs in the long term.

Motion failed as follows:

AYES: Christopher (1)

NAYS: Parsons, Cross, Clark, Starr, Christopher, and Juran (6)

ABSTENTIONS: None (0)

ABSENT: None (0)

Mayor Clark noted that all the conversation on this item and the staff report was acknowledged under the record of Agenda item 9.b.

Mr. Lindsay explained that there was a six-month out clause in the contract.

Council President Starr requested to have a report out with the company at three- to six-months with at least a week before the six-month out clause. Mr. Higgins explained that he was willing to meet as often as necessary. Mr. Hilliard commented that there were also reports that staff would have access to.

Council Vice President Cross asked that the strategy session be held on January 12th.

Council President Starr moved to adopt R2026- authorizing the City Manager to sign the Facility Management Agreement with KLLP SFM LLC as amended to include a three-month and six-month in-person report and a strategy session on January 12th that includes the entire City Council. Seconded by Councilor Parsons. Motion passed as follows:

AYES: Christopher (1)

NAYS: Parsons, Cross, Clark, Starr, Christopher, and Juran (6)

ABSTENTIONS: None (0)

ABSENT: None (0)

There was Council consensus to move items 9.d. and 9.g. to the next City Council Meeting and item 9.f. would go to a work session.

c. RESOLUTION - Authorizing City Manager to sign Addendum to Parks Management Agreement Between the City of Keizer and For the Love of the Game

City Manager Adam Brown summarized the staff report. Mr. Walker, For the Love of the Game, would fix the dugouts that were recently damaged during a storm, and he would give the City back the mower in good repair.

Mayor Clark extended her thanks to Mickey Walker and his hard work.

Council President Starr moved to adopt Resolution R2026- Authorizing City Manager to Sign Addendum to Parks Management Agreement Between the City of Keizer and for the Love of the Game. Councilor Kohler seconded. Motion passed unanimously as follows:

AYES: Clark, Cross, Kohler, Starr, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

d. Recognizing National Observances and Commemorative/Heritage Months

This item was moved to the January 20, 2026 meeting.

e. RESOLUTION - Authorization for Disposition of Police Service Dog "Max"

Lieutenant Tim Hein summarized the staff report.

Council President Starr moved to adopt Resolution R2026- Authorization for Disposition of Police Service Dog "Max". Councilor Kohler seconded. Motion passed unanimously as follows:

AYES: Clark, Cross, Kohler, Starr, Juran, Christopher, and Parsons (7)

NAYS: None (0)

ABSTENTIONS: None (0)

ABSENT: None (0)

f. 2026-2030 Keizer Strategic Plan Review

There would be a work session on February 9th for this item.

g. 2026 Keizer Community Survey

OTHER BUSINESS

There was no other business.

STAFF UPDATES

There were no staff updates.

COUNCIL MEMBER REPORTS

Mayor Clark shared some upcoming events.

AGENDA INPUT

Monday, January 12, 2026 - 6:00 p.m.

City Council Work Session - Little League Park Management

Tuesday, January 20, 2026 - 6:00 p.m.

City Council Regular Session

Monday, January 26, 2026 - 6:00 p.m.

City Council Work Session - Urban Growth Boundary/ Bailey Road

Monday, February 2, 2026 - 6:00 p.m.

City Council Regular Session

ADJOURNMENT

Mayor Clark announced that the Keizer City Council would be meeting in Executive Session pursuant to ORS192.660 (2) (e) to conduct deliberations with persons designated by the governing body to negotiate real property transactions and pursuant to ORS 192.660 (2) (d) to conduct deliberations with persons designated by the governing body to carry on labor negotiations.

The Council would not be taking any action after the executive session.

Mayor Clark adjourned the meeting at 10:54 p.m.

MAYOR:

APPROVED:

Cathy Clark

Dawn Wilson, Deputy City Recorder

Minutes approved: _____

“Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury.”



To: Mayor Clark and City Council Members
Thru: Adam J. Brown, City Manager
From: Shane Witham, Planning Director
Subject: Regional Scenario Plan

Proposed Motion

I move that City Council authorize staff to submit the Salem-Keizer Regional Scenario Plan to the State Department of Land Conservation and Development (DLCD) as required by the State's Climate Friendly and Equitable Communities (CFEC) rules.

I. Summary

The City of Keizer is required by State rules to participate in developing a Regional Scenario Plan for transportation and land use alternatives to reduce greenhouse gas emissions in our region. The Regional Scenario Plan was developed jointly with the City of Salem and Marion County. The Advisory Committee included elected officials from the City of Keizer, Salem, Marion County, as well as representation from transit. The Oregon Department of Transportation (ODOT) provided funding and technical support for the project and the effort was led by a consultant team that provided technical analysis, modeling, outreach, and ultimately produced the final report and appendices. Staff is now bringing the Plan before Council to request authorization to officially submit the plan to DLCD.

II. Background

- A. The Regional Scenario Plan was developed with the guidance of a joint advisory committee made up of elected officials from Keizer, Salem, Marion County, and one transit board member. Extensive technical analysis was performed to identify and model the results of existing adopted plans and identify areas that could be adjusted in order to meet the state-mandated targets for GHG reduction. The process has been extensive (began in 2023) and was supported by a consultant team led by Parametrix, with funding provided by ODOT. Key steps to the development of the plan included:
1. Developing a future (2050) baseline scenario based on the existing adopted plan and studies (which showed only a 10% reduction in GHG).
 2. Developing and testing alternative future scenarios to evaluate how different policy choices impact progress toward meeting the GHG reduction goal.

3. Identifying a preferred scenario that achieves the GHG reduction targets and represents policy choices the advisory committee supports.
 4. Develop performance measures and targets to align with the preferred scenario.
 5. Community Engagement throughout the process.
- B. The Regional Scenario Plan is aspirational and does not require the City to build certain projects or make specific choices, but rather provides guidance for the City to follow as it implements its plan and updates the Transportation System Plan.

III. **Current Situation**

- A. The Regional Scenario Plan is a requirement of the CFEC rules.
- B. The Plan identifies high level policy changes in the preferred scenario that the region can pursue to reduce greenhouse gas emissions (GHG) from transportation (light vehicles). The state requires a 30% reduction by 2050 - the preferred scenario results in a 31% reduction, thereby meeting the State target.
- C. The preferred scenario represents a balanced approach, and identifies performance standards and targets that will be used to evaluate progress toward meeting future targets. There is an emphasis on increasing bicycle and pedestrian infrastructure, as well as increasing transit service provisions.
- D. The Scenario Plan meets the state requirements to reduce GHG. The plan does not identify specific projects, or land use changes, and does not identify specific funding for accomplishing the goals in the plan. It is aspirational in nature, but future updates to the Transportation System Plan will be required to be consistent with the Regional Scenario Plan.
- E. The Regional Scenario Plan was developed with the guidance of a joint advisory committee made up of elected officials from Keizer, Salem, Marion County, and one transit board member. Extensive technical analysis was performed to identify and model the results of existing adopted plans and identify areas that could be adjusted in order to meet the state-mandated targets for GHG reduction. The process has been extensive (began in 2023) and now that it is complete, the City is ready to submit the plan and get to work on the Transportation System Plan Update.

IV. **Analysis**

- A. **Strategic Impact** - The regional scenario plan provides guidance to the Transportation System Plan Update, which is an identified goal of the City Council.
- B. **Financial** - none
- C. **Timing** - Keizer, along with our regional partners, have received 2 extensions to the state-mandated deadline for submittal of the plan. These extensions were primarily due to delays from the consultant team and having adequate time to review the information. The plan must be submitted no later than March 2026.

- D. **Policy/Legal** - Submittal of the scenario plan is a requirement of the CFEC rules. Failure to submit the plan could result in the City being prevented from making plan amendments (including updating the TSP for example). In addition, the Land Conservation Development Commission (LCDC) could also hold a compliance hearing for failure to meet the deadline.

V. Alternatives

- A. Preferred: Authorize submittal of the Regional Scenario Plan.
- B. Identify any clarifications needed prior to authorizing submittal of the Regional Scenario Plan, and direct staff to bring back to a future Council meeting for consideration.
- C. Direct staff not to submit the Regional Scenario Plan.

VI. Recommendation

Staff recommends that Council authorize staff to submit the Regional Scenario Plan to DLCD in coordination with the City of Salem and Marion County.

Attachments

1. Salem-Keizer+Regional+Scenario+Plan_20260109
2. Salem-Keizer+Regional+Scenario+Plan+APPENDICES_20260109

“Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury.”

Salem-Keizer Regional Scenario Plan

NOVEMBER 2025



Salem-Keizer Regional Scenario Plan

Prepared for

City of Salem, City of Keizer, Marion County, and
Oregon Department of Transportation

Prepared by

Parametrix

5 SE Martin Luther King Jr. Boulevard, Suite 400
Portland, OR 97214
T. 503.233.2400 F. 1.206.649.6353
www.parametrix.com

JLA Public Involvement

123 NE 3rd Ave, Suite 210
Portland, OR 97232
T. 503.235.5881
www.jla.us.com



DKS Associates

1050 SW 6th Ave, Suite 600
Portland, OR 97204
T. 503.243.3500
www.dksassociates.com



RSG

811 SW 6th Ave, Suite 1000
Portland, OR 97204
T. 503.200.6600
www.rsginc.com



November 2025

Citation

Parametrix. 2025. Salem-Keizer Regional Scenario Plan. Prepared for City of Salem, City of Keizer, Marion County, and Oregon Department of Transportation by Parametrix, Portland, Oregon. November 2025.

Acknowledgements

Advisory Committee

Commissioner Kevin Cameron	Marion County
Mayor Cathy Clark	Keizer
Councilor Kyle Juran	Keizer
Mayor Chris Hoy (2024)	Salem
Mayor Julie Hoy (2025)	Salem
Councilor Virginia Stapleton (2024)	Salem
Councilor Micki Varney	Salem
Councilor Paul Tigan (2025)	Salem
Treasurer Sadie Carney	Cherriots

Project Management Team

Carl Lund	Marion County
Austin Barnes	Marion County
Shane Witham	Keizer
Julie Hanson	Salem
Eunice Kim	Salem
Shofi Ull Azum	Cherriots
Ray Jackson	Mid-Willamette Valley Council of Governments
Kim Sapunar	Mid-Willamette Valley Council of Governments
Brian Hurley	Oregon Department of Transportation
Tara Weidner	Oregon Department of Transportation
Cody Meyer	Oregon Department of Land Conservation and Development

Contents

- 1. Introduction to the Salem-Keizer Regional Scenario Plan1
 - 1.1 Greenhouse Gas Emissions Reduction Target 1
 - 1.2 VisionEval Strategic Planning Model 2
- 2. The Regional Planning Area3
- 3. Outreach and Engagement.....8
 - 3.1 Community Engagement 8
 - 3.2 Advisory Committee 9
- 4. Adopted Plans and Current Trends 10
 - 4.1 Currently Adopted Local Plans 10
 - 4.2 Housing and Transportation Needs of Underserved Communities 11
- 5. Achieving the Greenhouse Gas Emissions Reduction Target 14
 - 5.1 Regional Preferred Scenario 14
 - 5.1.1 Equity and Engagement..... 16
 - 5.2 Local Policies and Strategies 17
 - 5.2.1 Land Use..... 17
 - 5.2.2 Parking..... 22
 - 5.2.3 Transit Service..... 23
 - 5.2.4 Active Transportation 24
 - 5.2.5 Transportation Options 25
 - 5.2.6 System Operations 27
 - 5.3 State and Federal Actions 28
 - 5.3.1 Vehicle Costs and Fees..... 28
 - 5.3.2 Vehicle Fleets and Fuels..... 29
- 6. Tracking Progress Towards the Preferred Scenario 29
 - 6.1 Performance Measures..... 29
 - 6.2 Performance Targets 31
 - 6.3 Tracking Performance for Underserved Neighborhoods..... 34
- 7. Implementing the Preferred Scenario..... 35
 - 7.1 Local Zoning Regulation Changes 35

Contents (continued)

7.1.1	Salem	35
7.1.2	Keizer	35
7.1.3	Marion County	36
7.2	Funding Needs for Implementation	36
7.3	Reporting and Monitoring	38
7.4	Next Steps	39

FIGURES

Figure 1.	Salem-Keizer Regional Planning Area	4
Figure 2.	Residential Density in 2021 (Baseline Scenario)	6
Figure 3.	Employment Density in 2021 (Baseline Scenario)	7
Figure 4.	Underserved Neighborhoods	13
Figure 5.	Preferred Scenario Performance	16
Figure 6.	Share of Households in Urban Mixed-Use Areas	18
Figure 7.	Residential Density in 2050 (Preferred Scenario)	19
Figure 8.	Employment Density in 2050 (Preferred Scenario)	20
Figure 9.	Proposed Climate-Friendly Areas	21
Figure 10.	Share of Workers Who Pay for Parking	22
Figure 11.	Share of Non-Work Trips Paying for Parking	23
Figure 12.	Transit Service Miles Per Capita	24
Figure 13.	Share of Single-Occupancy Vehicle Trips Diverted to Active Modes	25
Figure 14.	Share of Workers Participating in Transportation Options Programs	26
Figure 15.	Share of Households Participating in Transportation Options Programs	26
Figure 16.	Arterial and Freeway Lane Miles	28

TABLES

Table 1.	Regional Planning Area Baseline (2021)	5
Table 2.	Summary of Local Policy Actions	15

Contents (continued)

Table 3. Policies and Actions in Response to Community Input..... 16

Table 4. New Freeway and Arterial Lane Miles From SKATS MTP Projects 27

Table 5. Performance Measures..... 30

Table 6. Performance Targets..... 32

Table 7. Equity-Related Performance Measures 34

Table 8. Estimated Funding Needs 37

APPENDICES

- A Scenario Summary Tables
- B Engagement Summary
- C Target-Setting Methodology for Salem
- D Target-Setting Methodology for Keizer
- E Target-Setting Methodology for Marion County
- F VisionEval Scenario Modeling Documentation
- G OAR Compliance Crosswalk

This page intentionally left blank.

Acronyms and Abbreviations

BRT	bus rapid transit
CFA	Climate-Friendly Areas
CFEC	Climate-Friendly and Equitable Communities
DEQ	Oregon Department of Environmental Quality
DLCD	Oregon Department of Land Conservation and Development
DMV	Oregon Department of Motor Vehicles
GHG	greenhouse gas
LRTP	long range transit plan
MTP	Metropolitan Transportation Plan
OAR	Oregon Administrative Rule
ODOT	Oregon Department of Transportation
SKATS	Salem-Keizer Area Transportation Study
STS	Statewide Transportation Strategy
TDM	transportation demand management
TSP	transportation system plan
TSP	transportation system plan
UGB	urban growth boundary
VMT	vehicle miles traveled

This page intentionally left blank.

1. Introduction to the Salem-Keizer Regional Scenario Plan

In 2022, Oregon's Land Conservation and Development Commission established the Climate-Friendly and Equitable Communities (CFEC) program to reduce greenhouse gas (GHG) emissions from transportation, provide more transportation and housing choices, and promote more equitable outcomes. The program applies to regions with populations over 50,000 people (Albany, Bend, Corvallis, Eugene/Springfield, Grants Pass, Medford/Ashland, Portland Metro, and Salem/Keizer). More information about CFEC is available here:

<https://www.oregon.gov/lcd/cl/pages/cfec.aspx>

The program updated state planning rules to require a preferred land use and transportation scenario in the state's largest three regions and performance measures and targets to track progress towards implementing the preferred scenario. The scenario planning process identifies a regionally preferred path for jurisdictions to achieve the metropolitan GHG Target.

1.1 Greenhouse Gas Emissions Reduction Target

The Oregon Metropolitan Greenhouse Gas Reduction Target rules OAR 660-044-0015 include requirements for the cities of Salem and Keizer, and the portion of Marion County within the Salem-Keizer urban growth boundary (UGB), to develop a locally agreed-to scenario that achieves the region's Greenhouse Gas (GHG) Target in OAR 660-044-0025. Turner and Polk County were exempted due to population size, and Aumsville was added to the Metropolitan Planning Area after this project began and is also exempt from this process. Cherriots, the Salem Area Mass Transit District, is an important regional partner. According to OAR 660-044-0030 the GHG Target is represented as a reduction in per capita vehicle miles travelled from light duty vehicles by 20% from 2005 levels by 2040 or earlier, 25% by 2045, and 30% by 2050. The GHG Target focuses on actions within local authority.

The required GHG reduction rule is "above and beyond" the GHG reductions that are already accounted for due to expected changes outside of local jurisdictions' control, including state and federal changes in vehicle fleet, fuels, and state pricing policies. When measuring progress on the region's GHG Target, regions are allowed to use certain assumptions and emissions rates that reflect future state-led actions in the *Oregon Statewide Transportation Strategy: A 2050 Vision for GHG Emissions Reduction*,¹ (STS). Modeling efforts must rely on emission rates agreed to by the Oregon Department of Transportation (ODOT) and the Department of Land Conservation and Development (DLCD) to ensure this compliance. Using these assumptions for state-led actions allows the evaluation of meeting the metropolitan GHG Target to focus on the actions that are within local and regional authority, and accounts for the emissions reductions resulting from supportive actions within federal and state authority.

¹ *Statewide Transportation Strategy: A 2050 Vision for Greenhouse Gas Emissions Reduction*.
https://www.oregon.gov/odot/climate/Documents/Oregon_Statewide_Transportation_Strategy.pdf

1.2 VisionEval Strategic Planning Model

The VisionEval model was used to develop the regional scenario plan for Salem, Keizer and Marion County to achieve the GHG Target according to the DLCD CFEC program requirements. To help support the state and local governments to plan for reducing GHG emissions from transportation, ODOT developed the VisionEval planning model. VisionEval² is a long-range strategic planning tool used to conduct scenario planning and measure progress towards achieving Oregon's regional GHG Targets according to the Oregon Administrative Rule requirements. VisionEval demonstrates how different community development and transportation investment choices and policies could influence progress towards a variety of state and local planning goals. The model forecasts how different factors interact, such as the effect that parking policies may have on transit use, or how different land use types could affect transportation choices.

VisionEval is designed to help transportation planners and policy makers understand the potential impacts of different transportation and land use scenarios on factors such as travel behavior, vehicle emissions, air quality, and energy consumption. It can be used to evaluate the potential impacts of a wide range of policy and investment decisions, such as the construction of new highways, the expansion of public transportation, or the implementation of land use regulations. The VisionEval model accounts for average daily travel at the household level across a specific geographic region and applies a detailed accounting of the vehicles, fuels, and miles traveled to estimate the GHGs produced in the model region.

² VisionEval Website. <https://visioneval.github.io/>

2. The Regional Planning Area

Scenario planning for Salem, Keizer and urban portions of Marion County used approximately the same planning area boundary as the Metropolitan Planning Area for the Salem-Keizer Area Transportation Study (SKATS) Metropolitan Transportation Plan (MTP). The regional planning area boundary used for this effort is shown in Figure 1. This area includes the cities of Salem and Keizer and areas of Marion County that are within the Salem-Keizer UGB. It also includes the city of Turner and areas of Marion and Polk Counties outside the Salem-Keizer UGB, where the greenhouse gas scenario planning requirements do not apply. Polk County and the city of Turner requested and received an exemption from these requirements. Additionally, since the start of this project, the SKATS boundary has expanded to include the city of Aumsville and portions of the area between Salem, Turner, and Aumsville, which are also exempt from the planning requirements; these areas are not included in the regional planning area for this effort.

Figure 1. Salem-Keizer Regional Planning Area

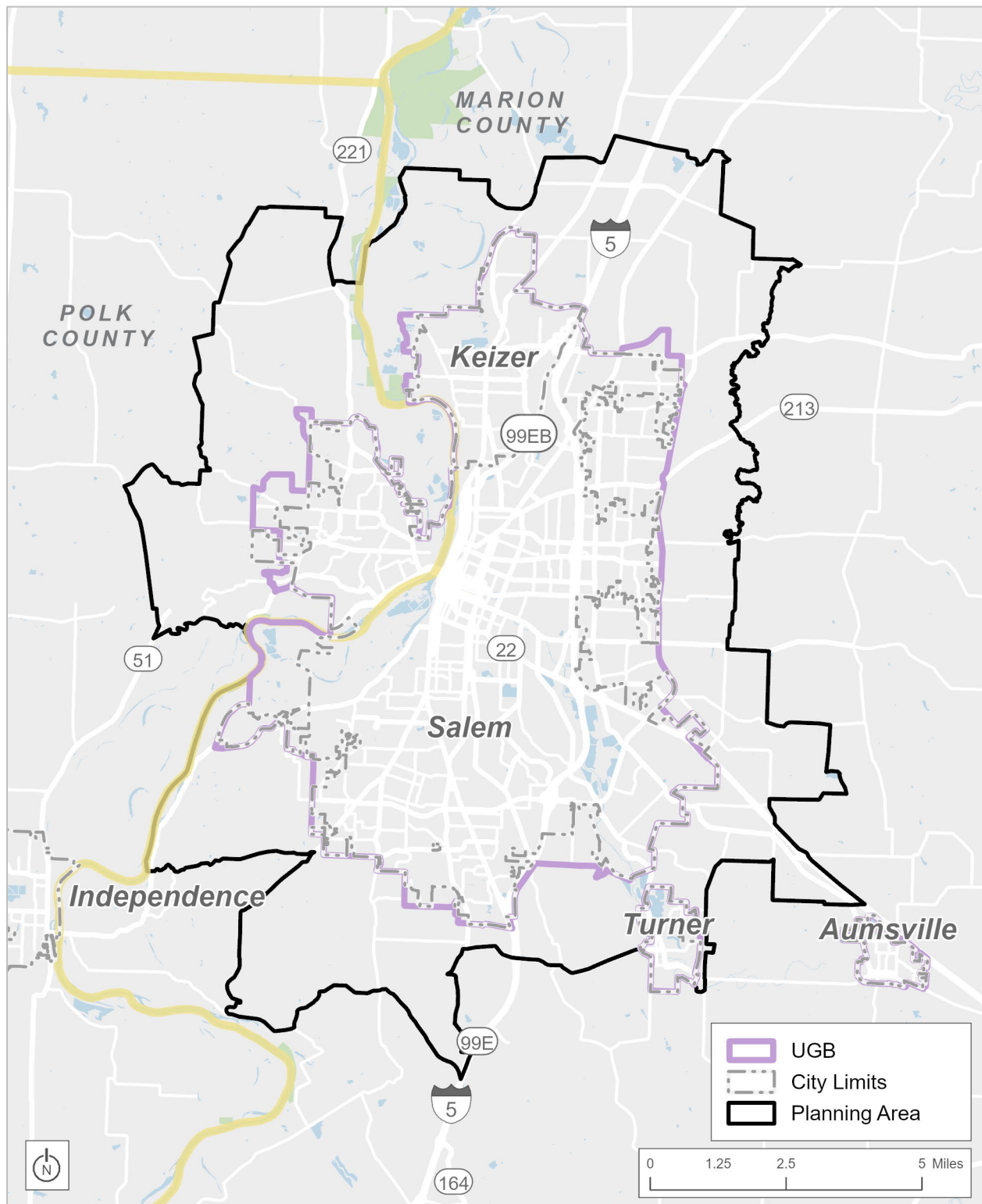


Table 1 provides housing and employment characteristics in the regional planning area as of 2021. It is important to note some aspects of the population and employment numbers in these summaries:

- The summaries are done by aggregating regional transportation model data as best as possible to city and county boundaries. The source for the population estimates is the Oregon Population Research Center data. These population and employment numbers may not correspond exactly with other data sources.
- The land use assumptions (housing units) are based on the SKATS MTP land use assumptions.

Table 1. Regional Planning Area Baseline (2021)

	Region	Salem	Keizer	Marion Co. (UGB)	Other
Population	271,736	158,817	41,947	52,150	18,822
Households	98,198	59,785	14,766	16,828	6,819
Housing Units (Single-Family)	61,967	36,579	9,298	9,895	6,195
Housing Units (Multifamily)	36,231	23,206	5,468	6,933	624
Share of Households in Urban Mixed-Use Areas	10.6%	10.3%	9.4%	16.1%	2.1%
Jobs	121,856	98,447	9,041	9,336	5,032

UGB = urban growth boundary. Other = the remaining area of the region.

Figure 2 and Figure 3 show the housing and employment density and regional distribution in 2021. Data are shown using VisionEval scenario geographies (bzones).

Figure 2. Residential Density in 2021 (Baseline Scenario)

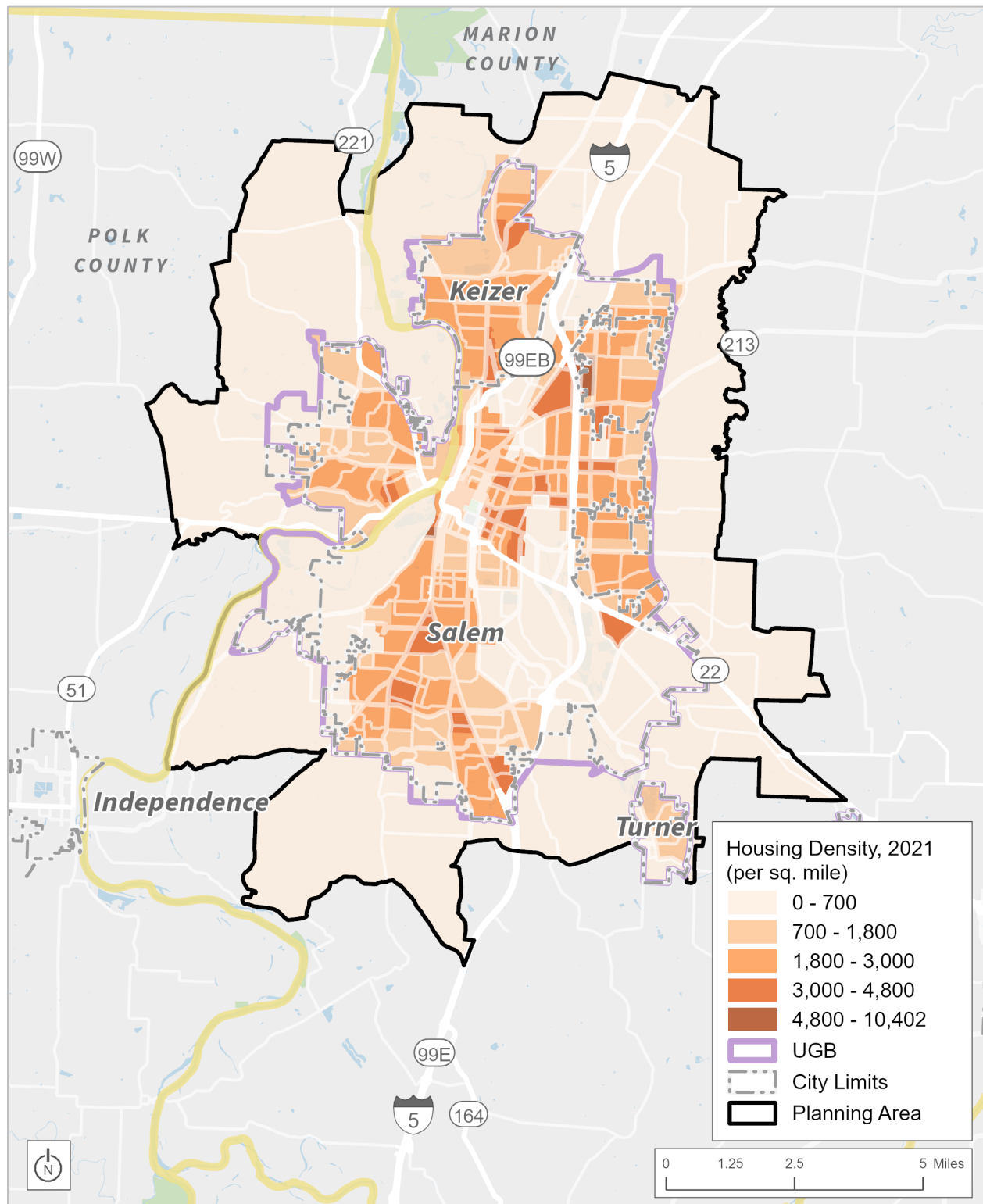
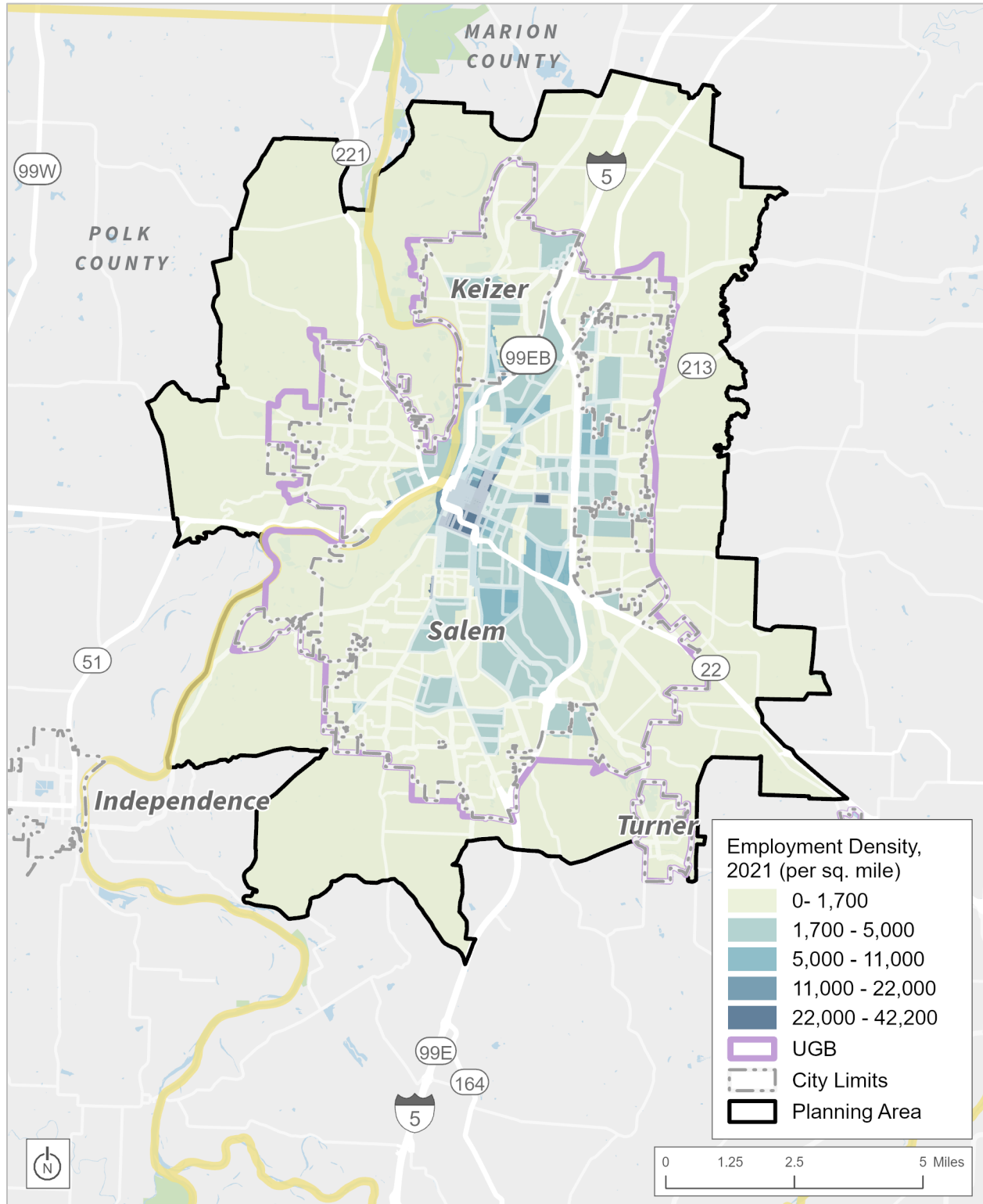


Figure 3. Employment Density in 2021 (Baseline Scenario)



3. Outreach and Engagement

3.1 Community Engagement

Public engagement played a key role in understanding housing and transportation needs of the community and shaped how the region could achieve the GHG Target while meeting local needs. A concerted effort was made to focus on outreach to underserved communities to increase benefits and reduce burdens on these communities in the preferred scenario. Community feedback also informed the strategies each jurisdiction chose to implement in the preferred scenario.

Engagement Milestone 1: In spring 2024, the CFEC Scenario Planning Team introduced the scenario planning effort and gathered input on community values, transportation priorities, and strategies to meet climate goals. Engagement opportunities included an in-person public kickoff event, project website, bilingual online and printed survey (with 277 responses), and in-person presentations to community-based organizations, including the Salem Equity Roundtable.

Respondents generally supported:

- Expanding transportation options and active transportation planning
- Prioritizing safer bike and pedestrian infrastructure
- Increasing transit frequency, expanding route coverage, and improving affordability
- Maintaining free parking and existing parking regulations

Engagement Milestone 2: In late spring 2025, the project team sought feedback on how to implement the preferred scenario and gathered input to inform performance measures. Engagement opportunities included an online and printed survey (with 284 responses), six information booths across Salem and Keizer, nine community presentations, and phone calls and emails sent to more than 40 local organizations. These opportunities gave residents the chance to learn about each strategy, share their thoughts on each strategy's implementation, and recommend which actions and policies the region should focus on to create more sustainable transportation choices for their communities.

Respondents generally supported:

- More sidewalks or sidewalk repairs, including ramps
- A better walking environment, including wider sidewalks and frequent pedestrian crossings
- Investments that make bike lanes more protected from traffic
- An increase in investments in walking and biking improvements in underserved neighborhoods
- More buses per hour

Engagement with Underserved Communities: In developing the preferred scenario, the project team collaborated with Salem's Equity Roundtable, which includes representatives from organizations serving low-income residents, communities of color, LGBTQ+ individuals, people experiencing homelessness, youth, refugees, and people with disabilities. During the first round of engagement, City staff gave a presentation, facilitated discussion, and distributed paper surveys at a Roundtable meeting. Of the 22 responses received at the meeting, 83% strongly agreed that increasing bus frequency would encourage more people to ride—nearly double the rate seen in the general survey

population. Roundtable participants also emphasized the need to prioritize transportation investments in underserved areas before expanding options elsewhere.

Paper surveys for both engagement milestones were distributed in both English and Spanish, and bilingual staff conducted in-person outreach at culturally diverse locations such as el Ranchero Market and Mega Foods. Engagement materials and the project website were fully bilingual, and information booths were placed at locations frequented by community members with historically lower participation in planning processes. Across both surveys, most participants lived in Salem or Keizer and represented a wide range of ZIP codes. In total, more than 550 survey responses were collected. Optional demographic data from the second survey showed modest racial and ethnic diversity among participants, with approximately 5% identifying as Hispanic/Latine, 4% as Asian American, and 2% each as African American/Black and Native Hawaiian/Other Pacific Islander.

Input from these efforts highlighted key barriers for underserved populations—such as lack of nearby bus stops, insufficient sidewalk connectivity, and safety concerns—and informed the assessment of benefits and burdens in the scenario planning process.

Key themes for improvements that reduce transportation burdens borne by underserved communities include the following:

- **Safety is a top concern.** Participants emphasized the need for safer walking and biking infrastructure, including protected bike lanes, improved sidewalks and crossings, and slower vehicle speeds.
- **Transit service is limited.** Many respondents stated they would use public transit more often if service were more frequent, reliable, and better connected—particularly in underserved neighborhoods.
- **Choice in transportation is important.** There was strong support for a transportation system that allows people to walk, bike, roll, or take transit safely and conveniently.
- **Equity must be prioritized.** Respondents highlighted the need for targeted investments in neighborhoods that currently have fewer transportation options and infrastructure.
- **Support for compact, walkable development is growing.** Many respondents favored mixed-use neighborhoods with better access to transit, services, and destinations—though some raised concerns about the impacts of increased density.

Survey results consistently supported prioritizing walking and biking improvements and increasing transit service in underserved areas. These findings are reflected in the preferred scenario and associated equity performance measures, consistent with OAR 660-044 requirements.

3.2 Advisory Committee

The Advisory Committee, made up of representatives from local jurisdictions and the transit agency, met at key decision points to review public input, confirm the project's direction, and provide guidance on selecting a preferred scenario. The Advisory Committee was comprised of elected leaders from Salem, Keizer, Marion County, as well as the Cherriots Board. Members were instrumental in shaping performance measures and targets for the scenario plan in alignment with local and regional goals. The Advisory Committee met five times throughout the project.

- **Meeting 1: March 18, 2024.** The Advisory Committee provided feedback on the reference scenario, explained which strategies would be most appropriate for their jurisdictions, and shaped key messages for delivery to the public for the first engagement milestone.

- **Meeting 2: March 17, 2025.** The Advisory Committee identified the preferred scenario from a menu of options and suggested refinements for the project team to incorporate.
- **Meeting 3: June 16, 2025.** The Advisory Committee reviewed and provided initial feedback on draft performance measures to track the region's progress in meeting the GHG Target in 2050. The project team provided an interim update on community feedback received during community engagement milestone #2.
- **Meeting 4: July 7, 2025.** The Advisory Committee met virtually to review the findings from the second engagement milestone and to provide guidance on the revised performance measures and proposed targets.
- **Meeting 5: July 24, 2025.** The Advisory Committee met to review and approve the revised performance measures and targets.

The CFEC Scenario Planning Team, consisting of staff from ODOT, DLCD, SKATS, Cherriots, the consultant team, and jurisdiction staff from Salem, Keizer, and Marion County, collaborated on day-to-day project coordination, data collection, technical review, and key decision-making throughout the project process.

4. Adopted Plans and Current Trends

4.1 Currently Adopted Local Plans

The reference scenario represents a business-as-usual future based on currently adopted plans and policies, providing a baseline for understanding how existing trends may affect GHG emissions through 2050. The regional VisionEval strategic planning model is a tool used to evaluate this scenario, allowing the region to test multiple futures and assess how different actions might influence emissions outcomes. It accounts for the currently adopted plans that have been put into place locally, regionally, and at the state level. This reflects the current set of investment priorities and policies in place as of 2022. It also includes planned state policies, programs, and regulations that impact travel behavior, such as vehicle-use fees and state programs including the Oregon Department of Environmental Quality (DEQ) Clean Fuels Program. A vehicle miles traveled (VMT) fee was added to this scenario, beyond the current vehicle use fees. The modeling assumptions used in the reference and preferred scenarios are documented in Appendix F, VisionEval Scenario Modeling Documentation.

The reference scenario would result in a 10% reduction towards the region's 2050 GHG Target, falling short of the region's full target of 30%. This scenario, representing current trends, provides a comparison scenario to understand how alternative futures would impact the region's ability to achieve the GHG Target. It is specifically used to test the impact of different policy choices at the local level; this helped the region make decisions about how to meet the GHG Target.

Local plans helped to shape the preferred scenario, performance measures, and implementing policies. These included adopted comprehensive plans and transportation system plans (TSPs), as well as CFA studies that document projected land use changes and identify regulatory changes to comply with CFEC land use, parking, and equity requirements.

In developing this regional scenario plan, the following local plans and policies were reviewed:

- 2023–2050 SKATS Metropolitan Transportation Plan (2023, amended in 2025)
- City of Salem
 - Salem Area Comprehensive Plan (2022)
 - Salem Transportation System Plan (2023)
 - Salem Housing Production Strategy (2025)
 - Walkable, Mixed-Use Areas Study: City of Salem (2023)
 - Beep Beep Salem Downtown Parking Systems (2025)
- City of Keizer
 - City of Keizer Comprehensive Plan (2022)
 - City of Keizer Transportation System Plan (2009)
 - Keizer Housing Strategy (2021)
 - CFA Study (2023)
- Marion County
 - Marion County Comprehensive Land Use Plan (2004)
- Cherriots
 - Long Range Transit Plan (2022)

4.2 Housing and Transportation Needs of Underserved Communities

Needs of individuals and families in underserved communities are an important component of this planning process. Based on existing local plans and community engagement conducted for this plan, the following needs were identified for underserved communities in the region.

Transportation needs:

- The transportation system should be improved to provide safe and convenient options for residents of all ages, incomes, and cultures, with a particular focus on those who have been historically marginalized or live in areas lacking adequate infrastructure.
- Convenient and accessible public transit service is needed, particularly in transportation-disadvantaged areas.
- Street improvements to create walkable areas are needed to enhance access to reliable transportation options in traditionally underserved areas.

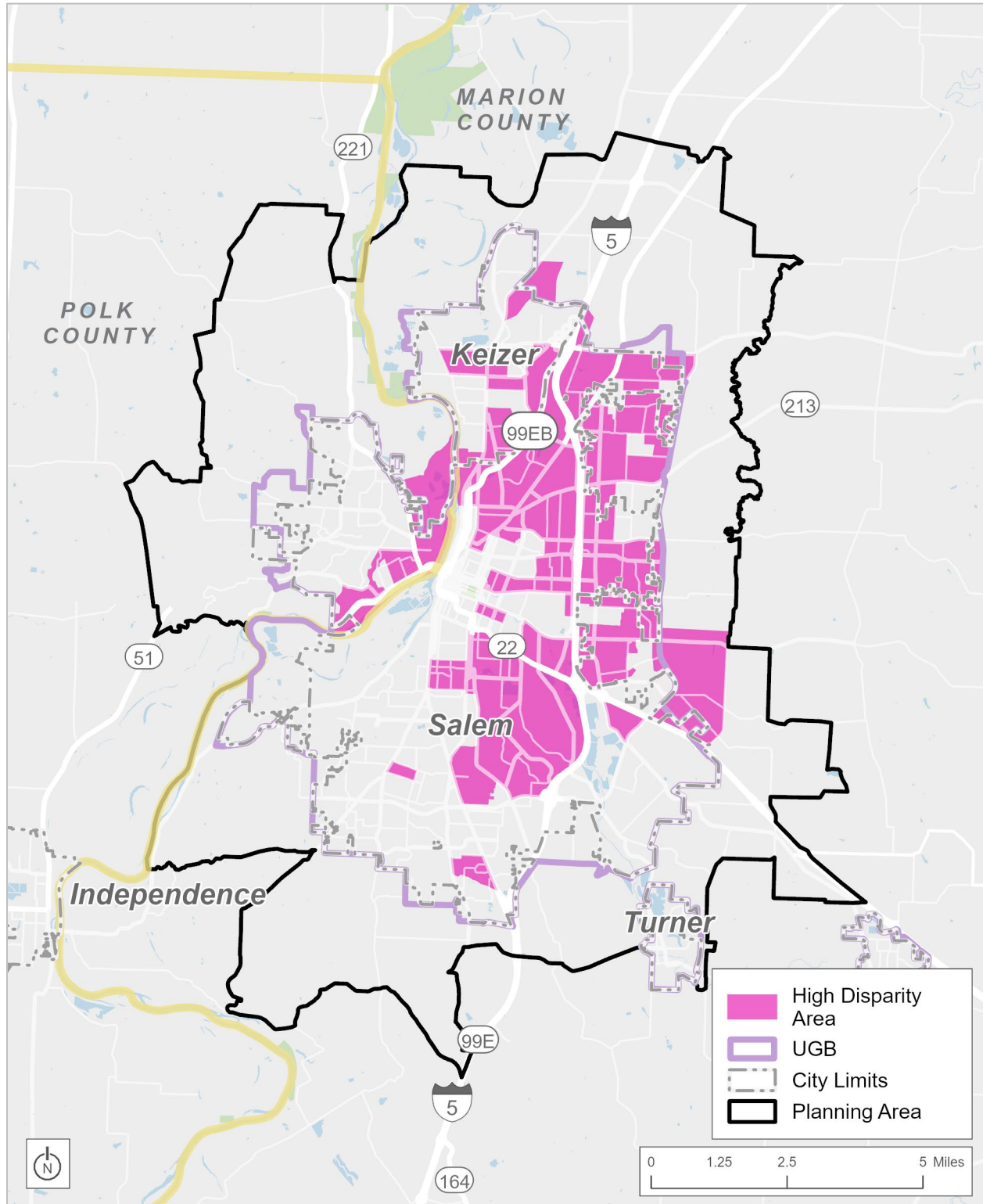
Housing needs:

- Affordable housing should be distributed throughout Salem to help reduce economic segregation and concentrations of poverty.
- Affordable rental housing options are needed because renters in the region are significantly more likely to be cost burdened by housing (paying over 30% of household income on housing costs), compared to homeowners.

- Older adults and people with disabilities need affordable housing that can accommodate their needs, especially near essential services and public transit.

For this plan, underserved neighborhoods were determined by using the ODOT Social Equity Index, which relies on U.S. Census American Community Survey data to form scores for block groups ranging from Low disparity to High disparity; see Figure 4. Groups in the High disparity category were categorized as underserved neighborhoods. Much of the region is considered underserved.

Figure 4. Underserved Neighborhoods



5. Achieving the Greenhouse Gas Emissions Reduction Target

The preferred scenario is designed to meet the region's GHG Target set by OAR 660-044-0025, as well as the goals set by local jurisdictions. Under these rules, local jurisdictions within a metropolitan area are required to collaboratively develop and identify a regionally preferred scenario that achieves the GHG Target; however, formal adoption by a regional body is not required. Once identified, the preferred scenario must be submitted to DLCD for approval, and subsequently, local jurisdictions must amend their comprehensive plans, TSPs, and land use regulations to be consistent with and implement relevant portions of that scenario. The preferred scenario was informed through a community engagement process that sought public opinion and direction from elected leaders and community members on the future direction of the region. This feedback shaped which strategies to test to develop a preferred scenario. Testing results were brought back to the community and leaders, who provided further comments, direction, and refinements to arrive at a preferred scenario that would meet regional climate and local jurisdictional goals. The scenarios reflect the 2050 future year, meaning scenarios show the results of local and state choices and actions taken between today and 2050.

5.1 Regional Preferred Scenario

The reference scenario reflects currently adopted plans in the region (as of 2024) and continuation of business as usual; the reference scenario would result in a 10% reduction towards the region's GHG Target by 2050.

Instead, the region is moving ahead to implement the preferred scenario to reduce GHG across the region by 2050. The preferred scenario is comprised of policies and strategies that local governments and the transit agency control or influence. The preferred scenario represents a balanced approach to policy decisions, with emphasis on local actions that support active transportation, public transit, and transportation education and outreach programs (also known as transportation demand management [TDM] or transportation options). Beyond the planned state policies, programs, and regulations of the reference scenario, the preferred scenario includes additional vehicle use fees, a shift to mileage-based vehicle insurance, and state programs that reduce emissions per mile. Vehicle use fees include fees raised that fund transportation system costs, collected through fuel taxes and VMT fees, with some rates set to capture the environmental and social costs of driving.

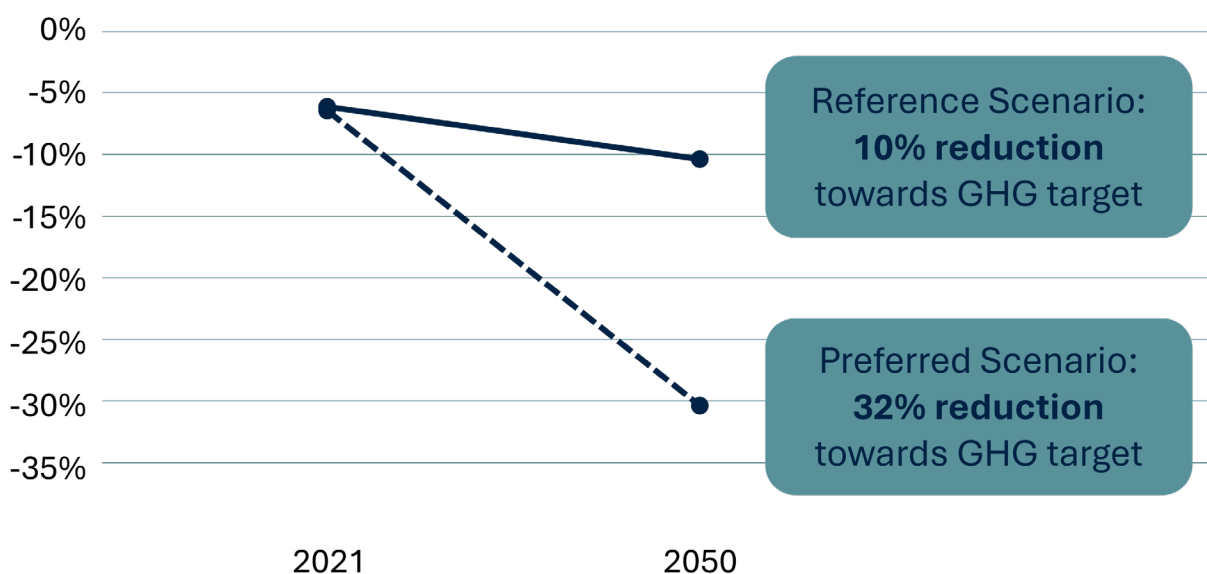
When fully implemented the preferred scenario will result in a 32% reduction towards the GHG Target by 2050, exceeding the region's full target of 30%. This relies on a combination of local and state actions, as well as sufficient funding to realize these changes to the way we get around.

Table 2 and Figure 5 provide a summary of the inputs and results of the preferred scenario compared to current levels (2021) and the 2050 reference scenario. The modeling assumptions used in the reference scenario and preferred scenario are documented in Appendix F, VisionEval Scenario Modeling Documentation.

Table 2. Summary of Local Policy Actions

Policy Lever	Action	2021 Current Levels	2050 Reference Scenario	2050 Preferred Scenario
Land Use	Total share of households in the region living in mixed use areas.	11%	12%	12%
Transit Service	Transit Service per Capita (in service miles).	12.9	21.5	28.6
Parking Management and Supply	Regional average daily parking fee for locations with paid parking (in 2021 dollars).	\$5.71	\$6.86	\$7.51
	Share of workers who pay for parking.	7.5%	8.1%	22.0%
	Share of non-work trips paying for parking.	2.0%	2.0%	3.6%
Active Transportation	Share of drive-alone trips shifted to bicycles and other active modes.	4.2%	8.6%	15.1%
Transportation Options Programs	Share of workers covered by transportation demand management programs.	10.7%	20.3%	49.0%
	Share of households in individualized marketing programs.	0.7%	1.9%	36.2%
Lane Miles	Arterial lane miles.	432	453	453
	Freeway lane miles.	137	143	143

Figure 5. Preferred Scenario Performance



Note: Under OAR 660-044-0030 the GHG Targets in OAR 660-044-0025 are defined as the ratio of future year to year 2005 vehicle miles traveled per capita after controlling for the effects of state and federal policies and other conditions on vehicles, fuels, and pricing.

5.1.1 Equity and Engagement

A key part of the scenario planning process is evaluation of the benefits and burdens to underserved communities in the region, and how the transportation system investments represented by the preferred scenario can provide benefits and reduce burdens. The following equity-focused needs were identified in a review of local planning documents:

- Need for safe and convenient options for residents of all ages, incomes, and cultures.
- Need for convenient and accessible public transit service.
- Need for street improvements to create walkable areas.

These themes were echoed in what we heard from community engagement during this planning process. Community feedback was directly used to inform the development of the preferred scenario and the strategies it prioritizes (see Table 3).

Table 3. Policies and Actions in Response to Community Input

Community Input	Resulting Policies and Actions
Calls for safer walking and biking infrastructure	Scenario emphasizes local investments in infrastructure: sidewalk repairs, new crosswalks, and protected bike lanes.
Request for improved transit service, particularly in transportation-disadvantaged areas	Scenario represents major new investment in transit service to provide new types of service (such as bus rapid transit), more frequent buses, and expanded route coverage.

Community Input	Resulting Policies and Actions
Interest in transportation choice, including low-cost and no-cost options	Scenario supports multimodal investments and mixed-use land use that reduces reliance on cars.
Concerns about equity	Scenario includes targeted investments in underserved areas; performance measures include tracking newly built affordable housing with close access to high-frequency transit routes.
Mixed views on parking and density	Strategies are designed to allow for local flexibility.

5.2 Local Policies and Strategies

The following sections provide a summary of the preferred scenario policy choices broken down by each local authority. The results of the preferred scenario development presented in this report are tied to policy choices or “levers” that can influence travel behavior and GHG emissions.

5.2.1 Land Use

Land use has a strong influence on travel behavior and the transportation choices available to residents. Places that are more densely built, have a mix of uses, and are well served by transit provide residents with more transportation options other than driving. More multifamily housing units and a higher share of households in walkable mixed-use areas can help the region achieve greater GHG emissions reductions with more people living near destinations. This reduces the need to drive longer distances and increases the potential of using active modes of transportation such as walking, biking, or taking transit.

The preferred scenario land use is based on the SKATS 2023–2050 MTP with some adjustments to reflect anticipated annexation and jurisdiction boundary shifts. Because Salem has already planned for higher housing density and mixed-use development in the recently updated comprehensive plan and zoning code updates as part of the Our Salem project, the preferred scenario does not propose any further increases in mixed-use area density beyond existing plans.

Figure 6 shows the share of households living in urban mixed-use areas. Urban mixed-use areas are not directly equivalent to mixed-use zoning.

Figure 6. Share of Households in Urban Mixed-Use Areas

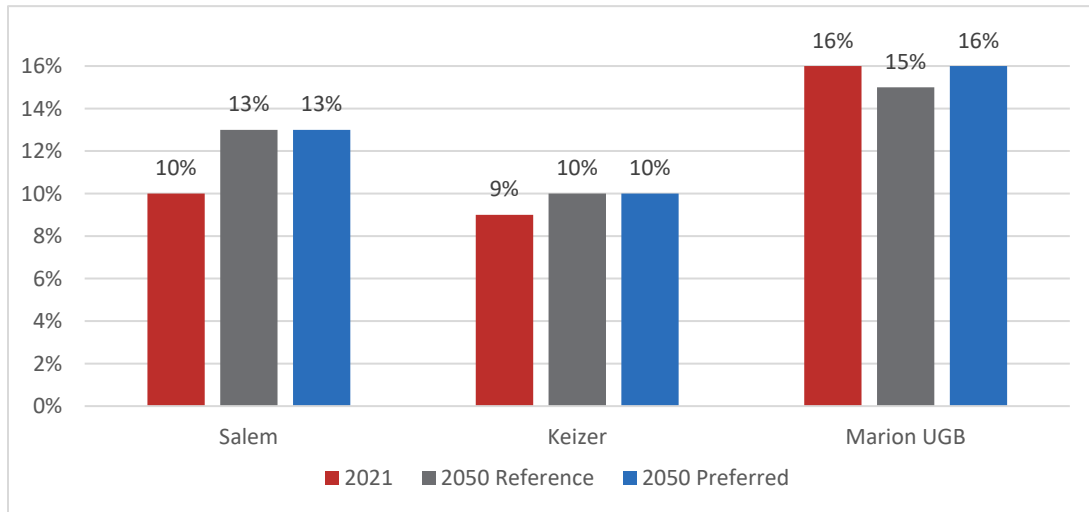


Figure 7 shows future residential density and Figure 8 shows future employment density in the preferred scenario. Figure 9 shows proposed Climate Friendly Areas (CFAs) for Salem and Keizer, Marion County proposed CFAs were not identified at the time this plan was developed. Proposed CFAs are neighborhoods planned to be designated by Salem, Keizer, and Marion County with capacity to meet at least 30% of current and future housing needs within each jurisdiction. CFAs are (or will develop to become) compact mixed use neighborhoods where there are many options to walk, bike, roll or take transit instead of driving for some or most trips.

Figure 7. Residential Density in 2050 (Preferred Scenario)

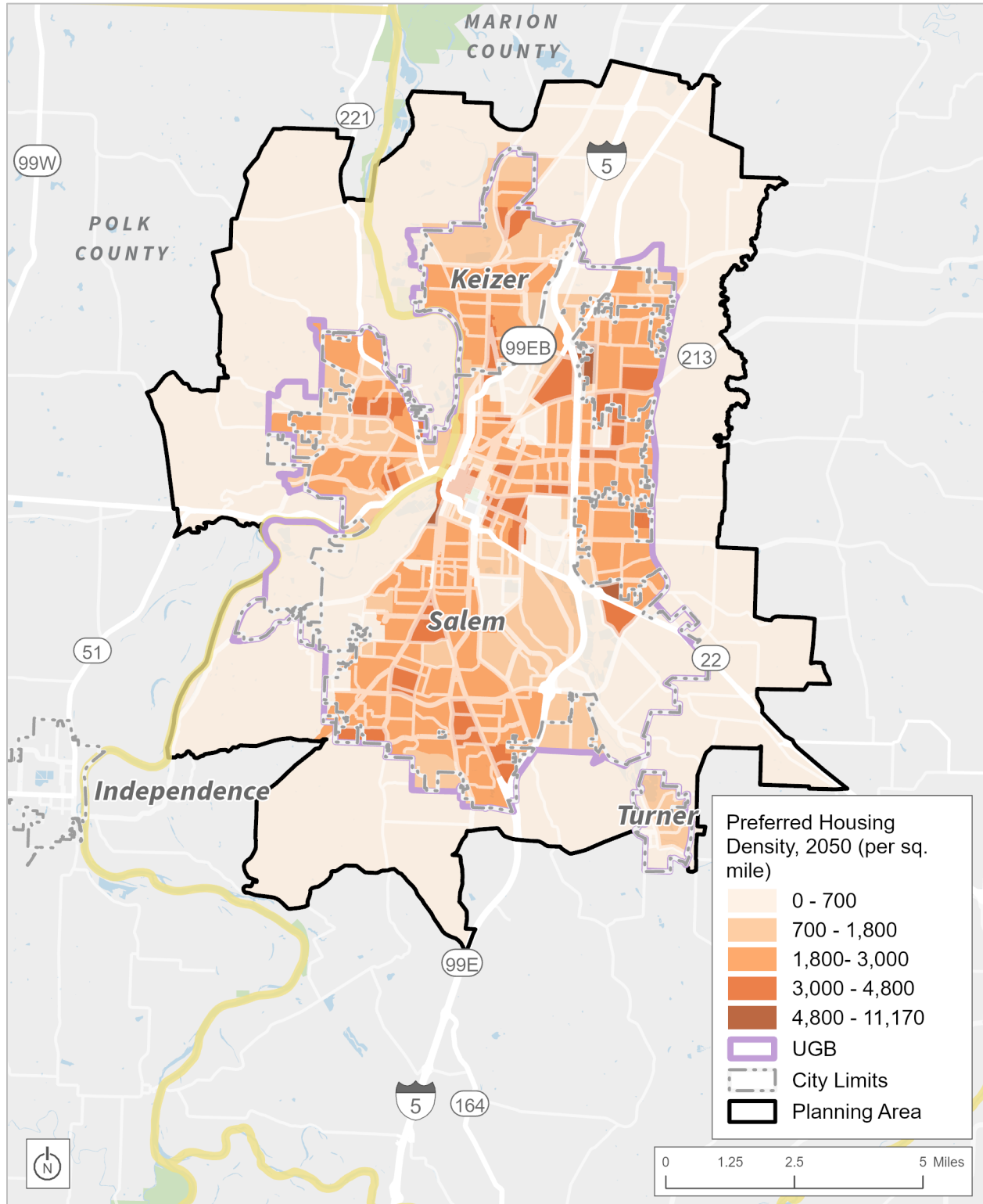


Figure 8. Employment Density in 2050 (Preferred Scenario)

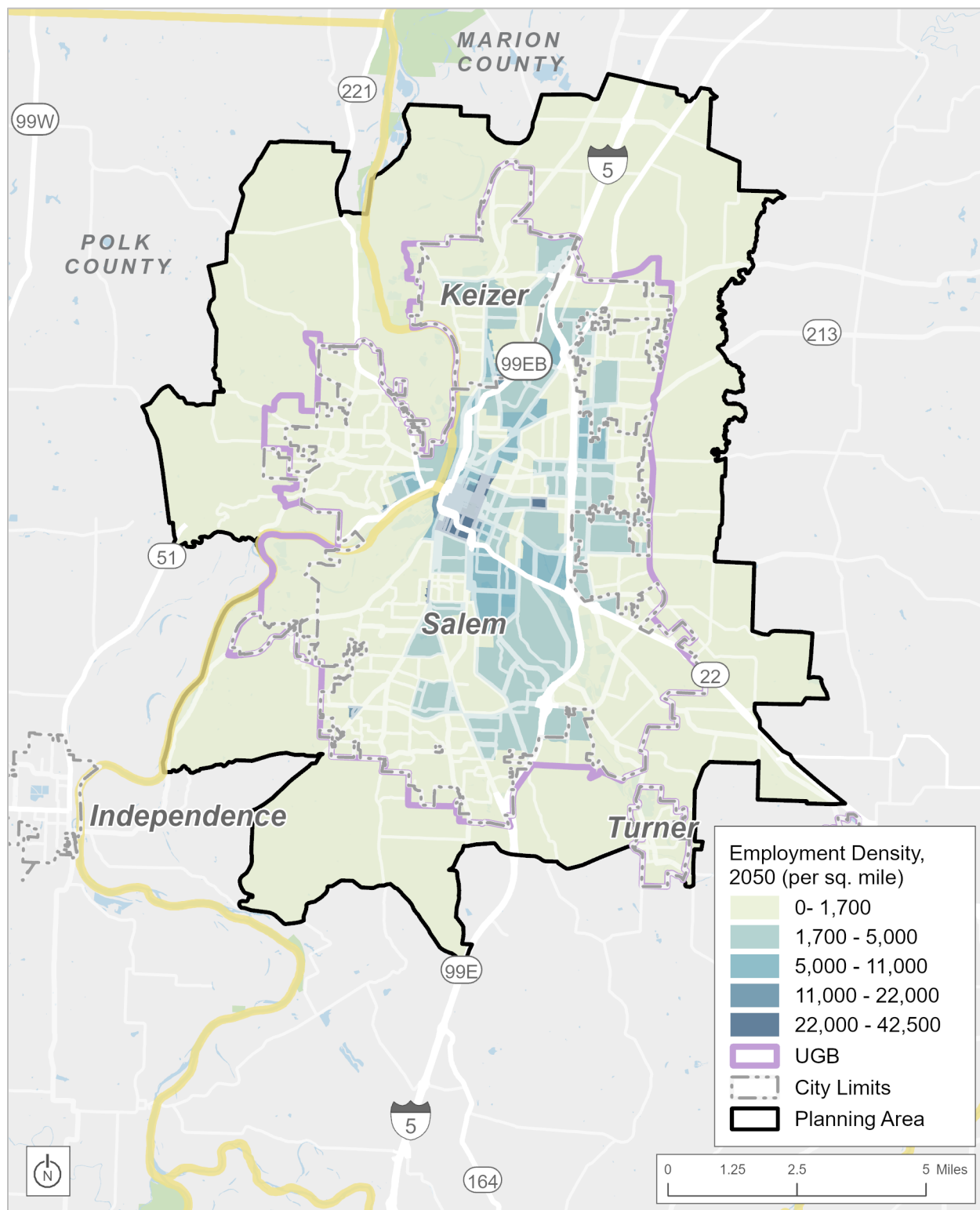
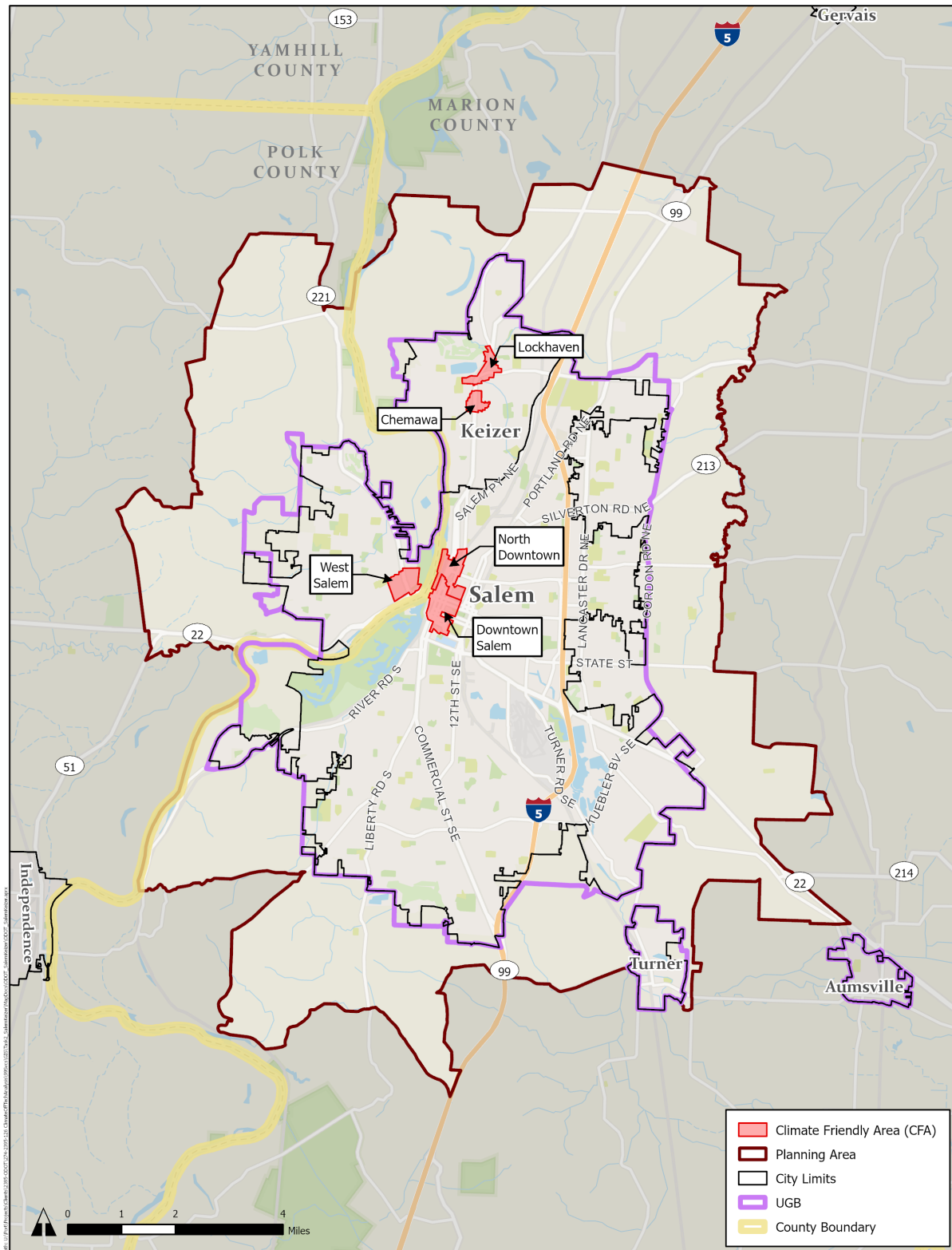


Figure 9. Proposed Climate-Friendly Areas



5.2.2 Parking

The availability and location of parking plays a big role in how people make travel decisions and get to their destinations. Local actions for managing public parking include creating paid parking districts, parking space requirements for new development, and parking management such as time limits or user restrictions.

The preferred scenario includes new parking fees in downtown Salem that became effective in July 2025, consistent with the City of Salem parking management approach of charging for on-street parking. The preferred scenario does not include any additional paid parking locations in Keizer or Marion County beyond the existing 2021 locations; however, an increased number of Keizer residents who work in or travel to Salem will pay for parking.

Future parking costs in the preferred scenario vary by location from less than \$1.00 per day to more than \$12.00 per day in select locations. The region-wide average daily parking cost in 2050 is anticipated to be \$7.51 (in 2021 dollars) for locations with paid parking, with approximately 22% of workers and 4% of non-work trips subject to parking fees.

Figure 10 illustrates the share of workers paying for parking, based on their place of residence. Figure 11 illustrates the share of non-work trips paying for parking.

Figure 10. Share of Workers Who Pay for Parking

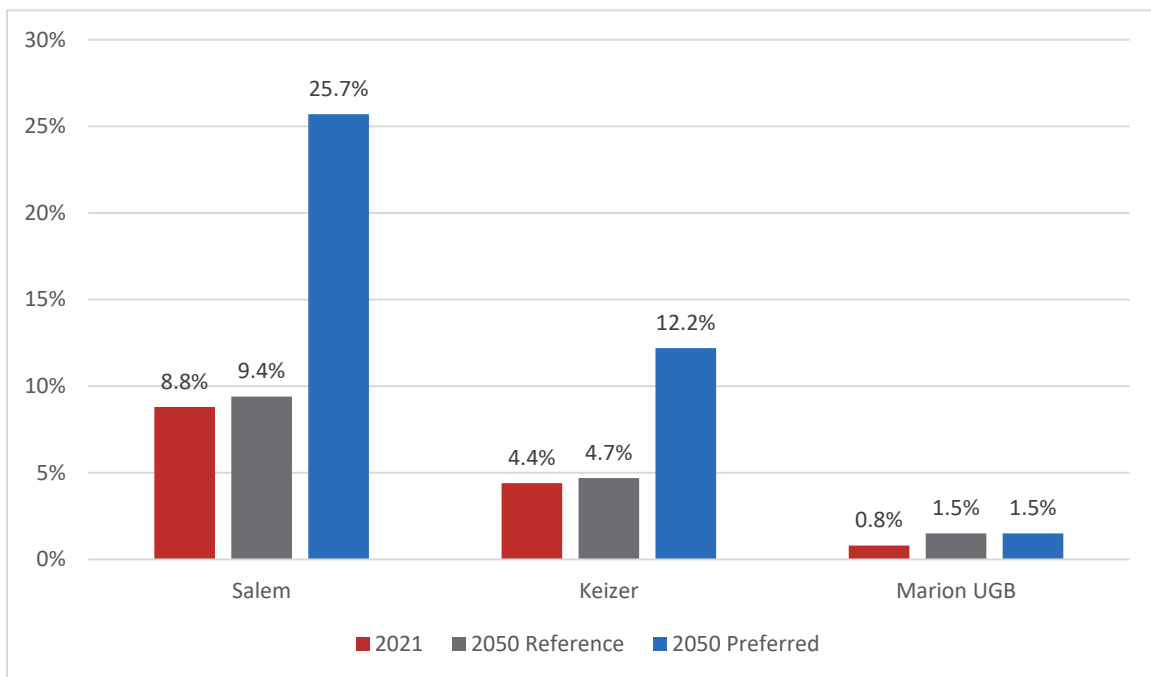
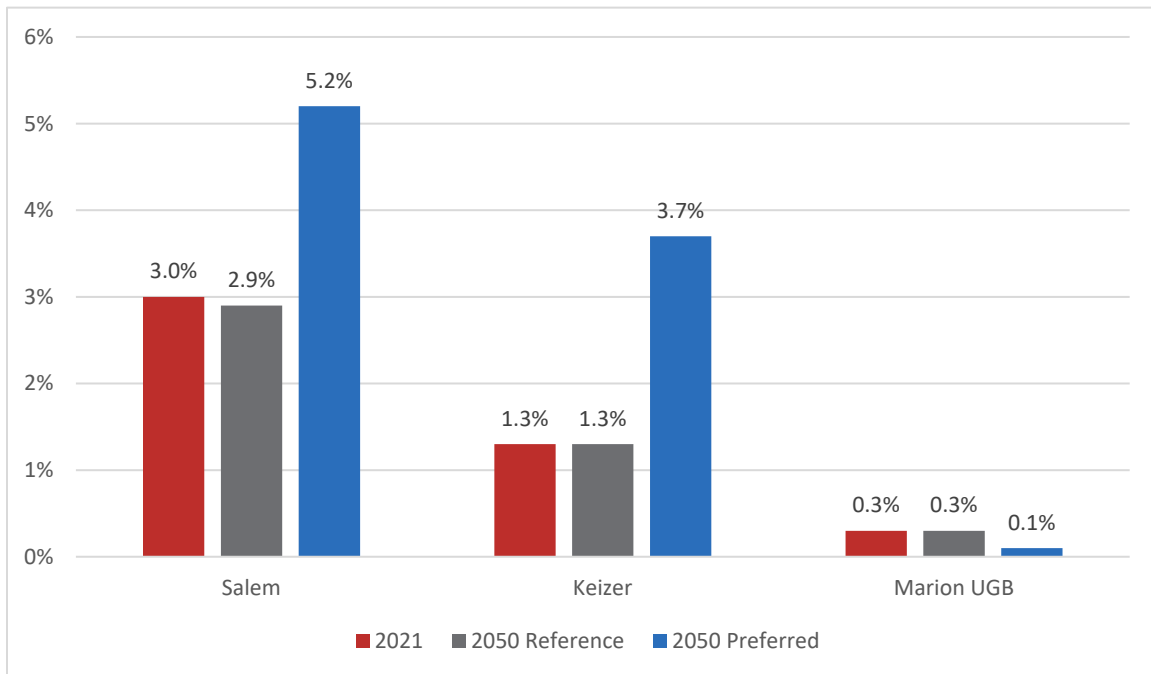


Figure 11. Share of Non-Work Trips Paying for Parking



5.2.3 Transit Service

Enhanced transit service can help more people shift their travel to transit, which can help the region to reduce transportation GHG emissions. Future transit service in the reference scenario is based on the additional transit service miles³ Cherriots expects to provide the region according to the Cherriots Long Range Transit Plan (LRTP), including the addition of high-capacity transit⁴ before 2050. The preferred scenario further increases transit service frequency and coverage in the region above levels in the LRTP, increasing 2050 bus-equivalent service to 176% above 2021 levels. The LRTP is not cost constrained. For additional discussion of funding needs, please see Section 7.2.

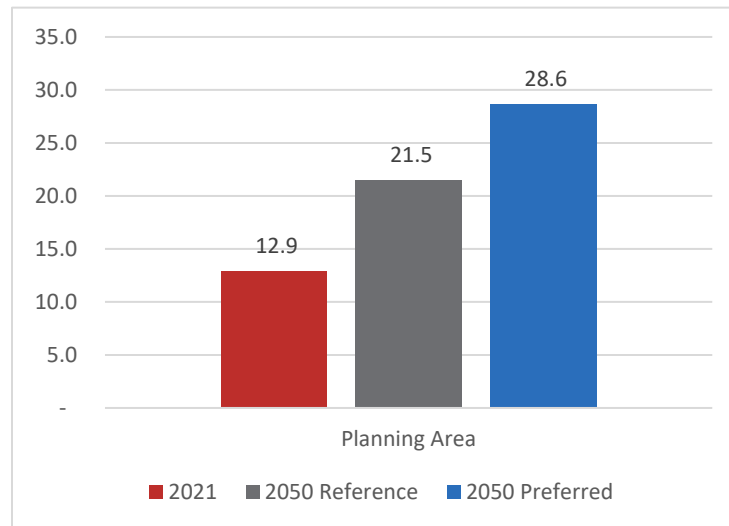
The increased transit service levels in the region can be accomplished with a combination of new types of service (such as bus rapid transit [BRT] and microtransit), expanded geographic coverage, increased frequency, and extended hours of service (for example, adding more weekend services, early morning and late night services).

Figure 12 shows the transit service miles per capita for the planning area. Service miles are the total mileage of all Cherriots transit routes; service miles are shown in bus-equivalent miles, where other transit types (including BRT and flexible on-demand services such as microtransit) are converted to a bus-equivalent value.

³ Transit Service Miles, Hours, and Trips - The time when a vehicle is available to the general public and there is an expectation of carrying passengers. These passengers either directly pay fares, are subsidized by public policy, or provide payment through some contractual arrangement. [National Transit Database \(NTD\) Glossary](#) | [FTA](#)

⁴ High capacity transit includes bus rapid transit or high frequency transit and typically includes large (more than 40-foot) buses with the highest frequency of service. [Cherriots Long Range Transit Plan](#)

Figure 12. Transit Service Miles Per Capita

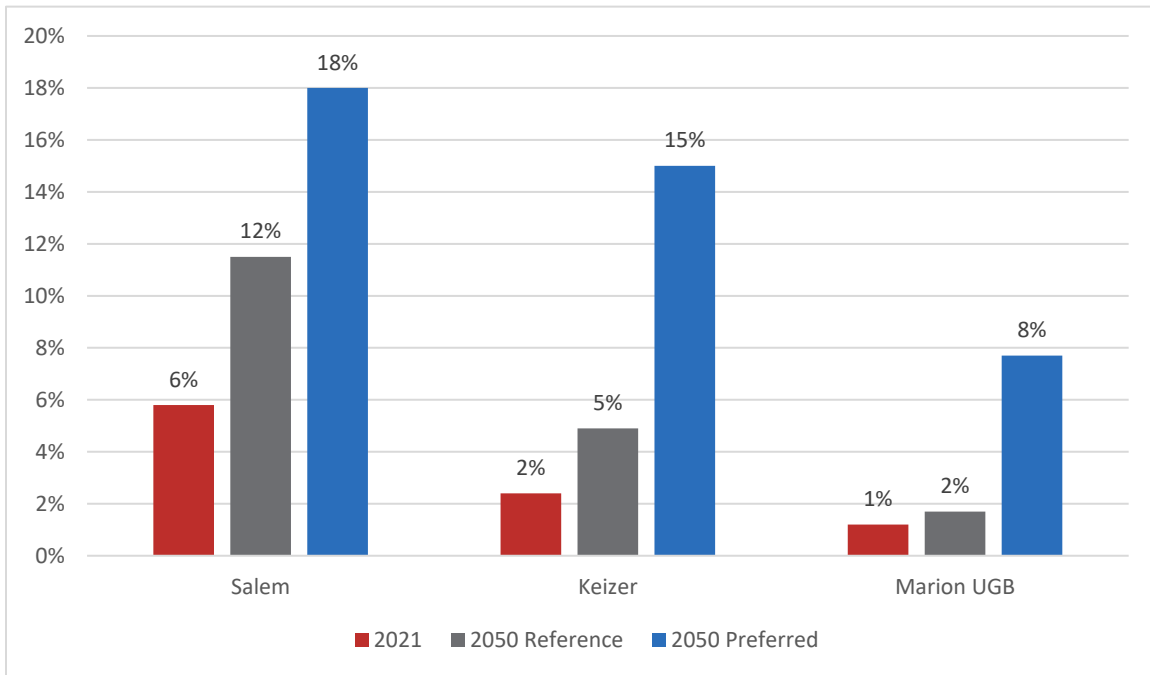


Note: Total bus equivalent miles count one regular/local service mile as one bus-equivalent mile and count one BRT service mile as 1.9 bus-equivalent miles, which acknowledges the greater efficiency of BRT vehicles and higher expected ridership.

5.2.4 Active Transportation

Active transportation includes getting around by walking, biking, electric micromobility devices like e-bikes and electric scooters, or using a mobility device like a wheelchair. The preferred scenario aims to shift 15% of drive-alone trips with less than a 20-mile roundtrip to an active mode of travel, shown in Figure 13. Local governments can influence and encourage active transportation in many ways, through investments in connected networks of bike lanes (including protected lanes where appropriate), sidewalks, and crossing improvements; by supporting programs such as bike share, Safe Routes to School, and safety campaigns; and by promoting compact, mixed-use neighborhoods that bring destinations closer together. All these strategies can allow jurisdictions to help their residents to make more trips by active modes.

Figure 13. Share of Single-Occupancy Vehicle Trips Diverted to Active Modes



5.2.5 Transportation Options

Transportation Options programs are education and outreach programs designed to make it easier for people to make some trips without a car, thereby reducing regional GHG emissions. Transportation options programs, also known as transportation demand management programs, can be designed to serve specific groups with similar transportation needs, like employees, students, or families. The region already has some successful examples of this type of programming, including Cherriots' Youth Zero Pass, where youth under 18 ride the bus for free, and the vanpool service, where employees who work together or have similar travel patterns can take advantage of Cherriots' vanpool subsidy program. Household-based strategies can include individualized marketing to connect households with information about non-driving travel options. This can look like sending personalized travel option brochures for biking or transit to people who've recently moved into a neighborhood to show them how to use these alternative modes.

The preferred scenario includes a doubling of employees engaged in programs, to cover 49% of all workers, and the introduction of household-based programs, to cover 36% of households by 2050. Cherriots currently runs the Transportation Options programs for the region and expects these programs to increase in the future to support the planned increase in transit service.

As part of the program growth, Cherriots would continue to track progress on growing existing programs related to the Youth Zero Pass, Group pass, and vanpool subsidy program. However, in addition to these programs, the region will need to collectively work together to organize and support additional programs to collectively achieve the overall regional Transportation Option targets. These programs could include combinations of additional strategies for employees (transit pass subsidies), parking programs (cash out employee parking and/or elimination of parking subsidies), and bike programs, on site rideshare, and other van programs as well as additional strategies for households (transportation wallet, safe routes to school improvements, micromobility, and other transit pass programs). These programs can be considered and further explored through the existing

collaborative regional planning process such as updates to local jurisdiction Transportation System Plans, Cherriots Long Range Transit Plan, and the SKATS Metropolitan Transportation Plan.

Figure 14 and Figure 15 show the share of workers and households participating in Transportation Options programs.

Figure 14. Share of Workers Participating in Transportation Options Programs

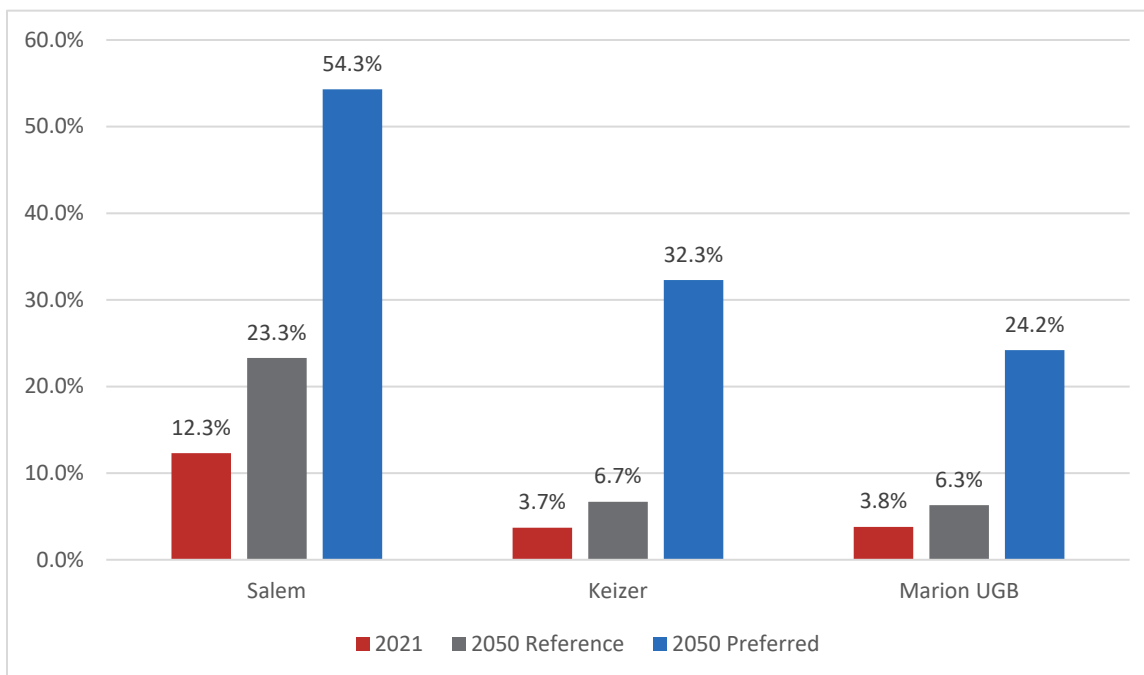
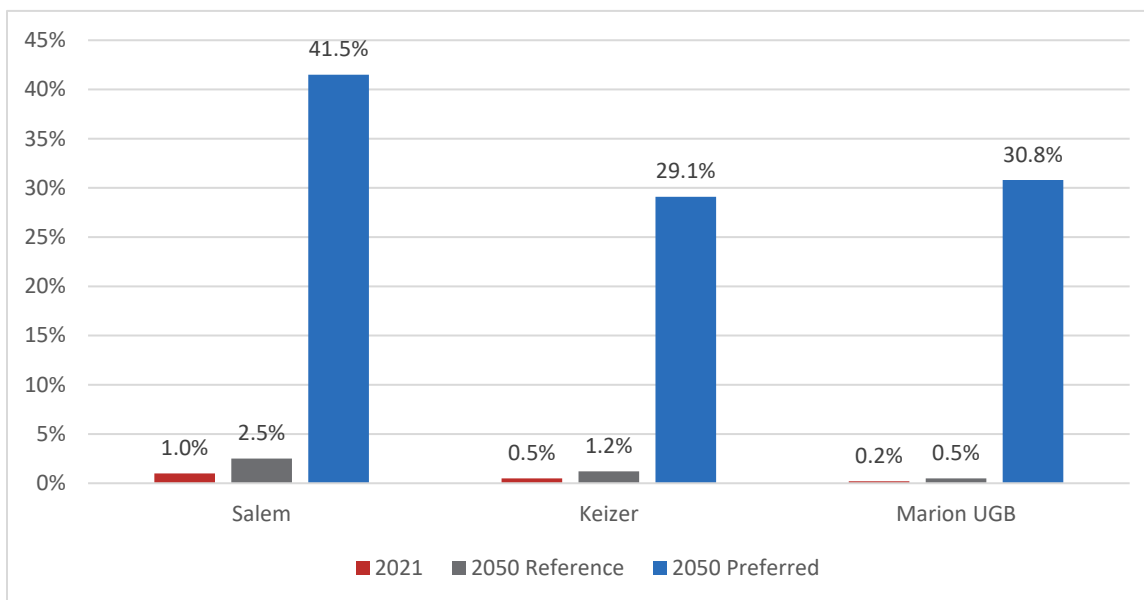


Figure 15. Share of Households Participating in Transportation Options Programs



5.2.6 System Operations

Strategic road growth is needed to address safety issues, and in some locations, can help to alleviate congestion when the effects of latent and induced demand are considered according to adopted plans and state planning requirements. The preferred scenario includes the freeway and arterial lane mile changes identified from the projects in the SKATS 2023–2050 MTP.⁵ The SKATS Regional Travel Model includes projects identified in the MTP that meet the federal fiscal constraint requirements. These projects were selected following an extensive evaluation process documented in Appendix C of the MTP.⁶ By way of their inclusion in the MTP, these projects are considered regionally significant and reasonably likely to be funded during the planning period. For additional discussion of funding needs, please see Section 7.2.

Projects that will add new freeway or arterial lane miles are displayed in Table 4. These are the same projects included in the reference scenario; no additional lane miles are included in the preferred scenario. Arterial projects that increase the number of lanes at intersections, whether adding turn lanes or combined through-turn lanes, are not included in this analysis. The total increase in lane miles is limited to 21 arterial and 6 freeway lane miles between 2021 and 2050.

Table 4. New Freeway and Arterial Lane Miles From SKATS MTP Projects

Project Location	Jurisdiction	Approximate One-Way Length Estimate
New Freeway Lane Miles Total: 6 Miles		
I-5 from Kuebler Interchange to Delaney Rd Interchange	ODOT	N/A
New Arterial Lane Miles Total: 21 Miles		
McGilchrist: 22nd to 25th	Salem	1,795 feet
Chemawa: I-5 to Portland Rd	Salem	4,658 feet
Croisan Scenic Way	Salem	5,482 feet
Fabry: Reed to Battle Creek	Salem	4,000 feet
Hyacinth: Dr. MLK Jr Pkwy to Portland Rd	Salem	3,529 feet
Kuebler: I-5 to Turner	Salem	4,243 feet
Kuebler: Skyline to Liberty	Salem	2,207 feet
Kuebler: Turner to OR22E	Salem	4,112 feet
Cordon: OR22E to Caplinger	Salem	5,061 feet
Mildred: Lone Oak to Skyline	Salem	1.12 miles
Commercial: Baxter to I-5	Salem	1.35 miles
Cherry: Railroad to Dr. MLK Jr Pkwy	Salem	2,448 feet
Liberty: Commercial to Browning	Salem	1.16 miles
Cordon: Center to State	Marion County	4,177 feet
Cordon: Caplinger to State	Marion County	3,743 feet

⁵ <https://www.mwvcog.org/transportation/page/metropolitan-transportation-plan>.

⁶ <https://www.mwvcog.org/transportation/page/metropolitan-transportation-plan>.

Project Location	Jurisdiction	Approximate One-Way Length Estimate
Known Four-Lane to Three-Lane Conversions		
Broadway: Pine to Dr MLK Jr Pkwy	Salem	1,700 feet
Silverton Rd: 17th to Hawthorne	Salem	5,142 feet
State: 13th to 17th	Salem	1,492 feet

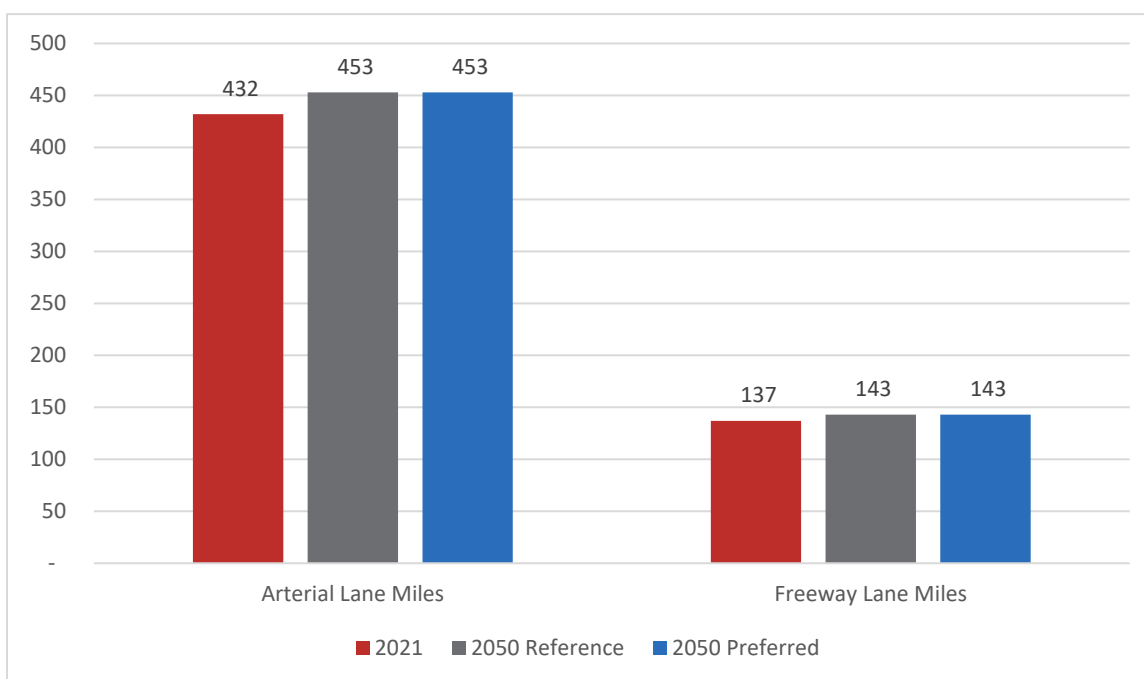
Source: SKATS 2023–2050 Metropolitan Transportation Plan, Table 7-3 (Amended April 2025).

MTP = Metropolitan Transportation Plan; ODOT = Oregon Department of Transportation; SKATS = Salem-Keizer Area Transportation Study.

Approximate length estimate is provided for informational context only.

Figure 16 shows the increase in future arterial and freeway lane miles in the SKATS region.

Figure 16. Arterial and Freeway Lane Miles



5.3 State and Federal Actions

State-led action assumptions are coordinated with ODOT, DLCD, Oregon Department of Environmental Quality, and the Oregon Department of Energy.

5.3.1 Vehicle Costs and Fees

Federal and state use taxes increase the cost to drive, with the aim of connecting road users with the cost to operate and maintain the system. Historically, transportation taxes and fees in the Salem-Keizer region have been managed primarily at the state and federal levels. State-led pricing actions are based on the STS and include strategies and trajectories to address congestion, transportation system maintenance, and GHG emissions. These strategies include vehicle use fees

and mileage-based vehicle insurance. The preferred scenario does not propose a locally enacted fuel tax or use fee; however, it does anticipate a four-fold increase in state vehicle use fees compared to 2021 levels. Vehicle use fees are raised to fund transportation system costs, collected through several means such as fuel taxes and VMT fees, with some rates set to capture environmental and social costs.

On average, people using the transportation system will not experience an increase in the cost to drive (vehicle use fees plus other costs) from 2021 to 2050. Although vehicle use fees are expected to increase, this impact will be mitigated by lower energy costs resulting from improved vehicle fuel efficiency and the shift to electric vehicles.

5.3.2 Vehicle Fleets and Fuels

The transition to electric vehicles and cleaner fuels in the preferred scenario is based on assumptions coordinated with DEQ and the Oregon Department of Energy reflecting Oregon's requirements and laws passed in 2021–2022. Transit vehicle powertrain mix is based on Cherriots' expectation to become 100% battery electric by 2050.

State-led vehicle and fuel actions are focused on the adoption of low and zero emission vehicles and the transition to cleaner fuels. These actions include requirements for decreasing tailpipe emissions on new cars and reducing electricity emissions for the two largest Oregon electricity utilities. Efficiency improvements to the vehicle powertrain mix (combustion, gas-hybrid, plug-in electric, battery-electric) and reducing carbon emissions from transportation fuels and electricity are important actions towards Oregon's clean energy future.

6. Tracking Progress Towards the Preferred Scenario

6.1 Performance Measures

To demonstrate progress towards meeting the 2050 GHG Target, the jurisdictions have created regional and local performance measures and targets in alignment with the preferred scenario. In addition, this effort has identified strategies and performance measures to address needs specific to communities in underserved neighborhoods of the region.

Table 5 outlines the performance measures selected by the Advisory Committee to track progress towards the preferred scenario and the GHG Target. Some measures are reported at the regional level and only have one baseline and target for each measure. Some measures are reported at the jurisdiction and county levels and have three values for both the baseline and target.

These measures will be used to track progress between 2025 and 2050, and additional work has been done to establish a baseline for today, and future year targets. Performance progress will be documented and reported during the local Transportation System Plan updates and the DLCDC reporting requirements.

Table 5. Performance Measures

Performance Measure	Type	Description
TR.1: Transit Service Miles	Regional, Cherriots, Equity	Transit service per capita, defined as the miles driven while a transit vehicle is accepting fare payments (that is, while the vehicle is in service).
TO.1: Employer Group Pass Program – Employee Participation	Regional, Cherriots	Total number of commute trips taken with the Cherriots Group Pass program. Data represents annual trips taken using the pass.
TO.2: Employer Group Pass Program – Employee Access	Regional, Cherriots	Total number of employees with access to the Group Pass Program. Access is defined as an employee’s ability to participate in the Group Pass Program because a pass has been provided through their employer.
TO.3: Youth Zero Pass	Regional, Equity, Cherriots	Percentage of public school students who have a Cherriots Youth Zero Pass. Students are defined as those enrolled in the public school districts within Cherriots service area.
TO.4: Vanpool Program	Regional, Equity, Cherriots	Number of passenger trips taken with the Cherriots Vanpool Program. The data represents annual passenger trips taken using the program. If five people take a van, all five of those trips are counted.
P.1: Paid Street Parking within Salem’s Proposed Primary Climate-Friendly Area	Local, Salem Only	Percentage of on-street parking stalls in the proposed primary CFA that require payment.
AT.1: Bike and Pedestrian Network	Local, Equity	Miles of pedestrian and bike networks. Specific methodology for measuring both the baseline and targets for Salem, Keizer, and Marion County are available in the respective Target Setting Methodology documents. Please see Appendices C, D and E.
AT.2: Pedestrian Networks in Underserved Neighborhoods	Local, Equity	Miles of pedestrian networks in underserved neighborhoods. Uses the same methodology as AT.1 but limited to pedestrian network and within underserved neighborhood boundaries.
LU.1: Transit Access for New Housing – Core Transit Network	Local	Share of new housing units (permitted) within a half mile of Cherriots Core Network.
LU.2: Transit Access for New Affordable Housing – Core Transit Network	Local, Equity, Salem Only	Share of new affordable housing units (permitted) within a half mile of Cherriots Core Network.
TS.1: New Lane Miles of Arterial Streets	Regional	Total new arterial lane miles in the region.

6.2 Performance Targets

The performance measures described in the previous section include performance targets, set at levels reasonably likely to achieve the regional preferred scenario. Table 6 outlines the baseline value, and associated year of the baseline data, and the 2050 target for each measure. Targets were calculated at levels consistent with the VisionEval inputs for 2050 in the preferred scenario.

As part of monitoring progress on the preferred scenario, Cherriots will track progress on growing existing programs related to the Youth Zero Pass, Group pass, and Vanpools. The future transportation options programs within the Salem-Keizer region cover the full range of Cherriots Transportation Options Program activities, as well as education and outreach to support the activities. This includes transit pass programs, carpool and vanpool, telework, employer services, walking and biking resources, and an emergency ride home program. Cherriots currently operates these programs for the region and expects these programs, based on funding availability, to increase in the future to support the planned increase in transit service. To fully monitor progress on the preferred scenario the region will need to collectively work together to develop and track additional programs to achieve the overall regional Transportation Option levels in the preferred scenario by 2050. These programs can be considered and further explored through the existing collaborative regional planning process such as updates to local jurisdiction Transportation System Plans, Cherriots Long Range Transit Plan, and the SKATs Metropolitan Transportation Plan.

The Salem, Keizer and Marion County Target-Setting Methodologies (Appendices C, D and E) provide additional information, interim year targets, and target setting calculations for each performance measure.

Table 6. Performance Targets

Performance Measure	Type	Baseline Value	Target Value (2050)	Investments to Consider for Next Steps
TR.1: Transit Service Miles	Regional, Cherriots, Equity	12.9 miles per capita (2023)	28.6 miles per capita	Collaborate with and support Cherriots through transit development planning.
TO.1: Employer Group Pass Program – Employee Participation	Regional, Cherriots	1,070 annual commute trips (2024)	2,140 annual commute trips	Collaborate with large regional employers and Cherriots.
TO.2: Employer Group Pass Program – Employee Access	Regional, Cherriots	0% of all employees in the region have access through their employer (2024)	25% of all employees in the region have access through their employer	Collaborate with large regional employers and Cherriots.
TO.3: Youth Zero Pass	Regional, Cherriots, Equity	100% of public school students have a Youth Zero Pass (2025)	100% of public school students have a Youth Zero Pass	Collaborate with public schools and Cherriots.
TO.4: Vanpool Program	Regional, Cherriots, Equity	84,033 passenger trips taken (2024)	168,066 passenger trips taken	Support Cherriots.
P.1: Paid Street Parking within Salem’s Proposed Primary Climate-Friendly Area	Local, Salem Only	41% of parking stalls require payment in the proposed primary CFA (2024) 2,013 on-street parking stalls, 816 require payment.	95% of parking stalls require payment in the proposed primary CFA 2,013 on-street parking stalls. 1,916 will require payment.	City of Salem completed implementation in Summer 2025.
AT.1: Bike and Pedestrian Network	Local, Equity	Salem: 300 miles Keizer: 73 miles Marion Co.: 27 miles	Salem: 638 miles Keizer: 93 miles Marion Co.: 51 miles	City TSP updates are underway.
AT.2: Pedestrian Networks in Underserved Neighborhoods	Local, Equity	Salem: 24 miles Keizer: 12 miles Marion Co.: 27 miles	Salem: 52 miles Keizer: 13 miles Marion Co.: 51 miles	City TSP updates are underway.

Performance Measure	Type	Baseline Value	Target Value (2050)	Investments to Consider for Next Steps
LU.1: Transit Access for New Housing – Core Transit Network	Local	0% of new units Baseline is 0% because measure is looking at new units only.	Salem: 50% of new units since 2025 Keizer: 50% of new units since 2025 Marion Co.: 2% of new units since 2025	Collaborate with Cherriots and incentivize development near the Core Transit Network (e.g., financial incentives).
LU.2: Transit Access for New Affordable Housing – Core Transit Network	Local, Salem Only, Equity	0% of new affordable units Baseline is 0% because measure is looking at new units only.	Salem: 60% of new affordable units since 2025	Collaborate with Cherriots and incentivize development near the Core Transit Network (e.g., financial incentives).
TS.1: New Lane Miles of Arterial Streets	Regional	0 arterial lane miles Baseline is 0 because measure is looking at new lane miles only.	21 arterial lane miles New arterial lane miles target from 2023–2050 SKATS Metropolitan Transportation Plan.	Salem, Keizer, and Marion County planning departments coordinate to not exceed new lane miles threshold.

CFA = Climate-Friendly Area; Co. = county; SDC = system development charge

6.3 Tracking Performance for Underserved Neighborhoods

Equity performance measures track progress towards serving communities in underserved neighborhoods to address historical and current inequities in the areas of active transportation, transit, and pedestrian access. See Table 7 for a list of the measures and their respective impacts to underserved neighborhoods.

Table 7. Equity-Related Performance Measures

Performance Measure	Type	Resulting Impact for Underserved Neighborhoods
TR.1: Transit Service Miles	Regional, Cherriots, Equity	Transit service miles per capita will more than double across the region, providing more types of transit service, more frequent routes and expanded routes and stops for all residents.
TO.3: Youth Zero Pass	Regional, Cherriots, Equity	All school aged children (everyone 18 and under) will have free access to transit.
TO.4: Vanpool Program	Regional, Cherriots, Equity	Expanded vanpool routes provide low- or no-cost transportation for shift workers and agricultural workers, whose work location and schedules can make it difficult to rely on bus transit.
AT.1: Bike and Pedestrian Network	Local, Equity	Investments in bike and pedestrian infrastructure will improve access and safety for all residents.
AT.2: Pedestrian Networks in Underserved Neighborhoods	Local, Equity	Focused pedestrian investments in underserved neighborhoods will improve access and safety and make getting to and from transit stops easier.
LU.2: Transit Access for New Affordable Housing – Core Transit Network	Local, Salem Only, Equity	Focused efforts to increase development of new affordable housing units near frequent transit routes will make it easier for households and families to travel without a car.

7. Implementing the Preferred Scenario

7.1 Local Zoning Regulation Changes

7.1.1 Salem

The City of Salem has updated its land use regulations to enable development consistent with the preferred scenario. Specifically, the City redesignated and rezoned land across Salem to encourage housing development and increased densities near transit service during the Our Salem project; that project resulted in an update to the City's Comprehensive Plan, Comprehensive Plan Map, zoning map, and zoning code in 2022. It included rezoning land to mixed use and revising Salem's zoning code to allow higher-density housing outright along frequent transit corridors. This work aligned with the State's rules for Climate-Friendly Areas, known as Walkable, Mixed-Use Areas (WaMUAs) in Salem. The Our Salem project also included rezoning land to allow multifamily housing in areas close to schools, parks, shopping, and other destinations. The City's zoning map can be found on the City's website.⁷ In 2024, the City amended its land use regulations to further promote housing in walkable areas, including in Salem's proposed WaMUAs. For example, the City established a minimum density in inner West Salem – a proposed WaMUA – to align with the State's CFEC rules. When designating Salem's WaMUAs, the City plans to make minor revisions to its land use regulations such as its block length requirements to comply with the State's CFEC rules.

In July 2025, the City of Salem modified the downtown Salem parking system to paid on-street parking with a charge of \$1.50 per hour.⁸ The City has also amended its land use regulations in recent years to implement the CFEC rules related to off-street parking and electric vehicle charging. In 2022, the City revised its land use regulations to add a requirement for multifamily housing to provide electric vehicle charging spaces and capacity for at least 40% of off-street parking spaces.⁹ In 2023, the City amended Salem Revised Code (SRC) Chapter 806 to eliminate minimum off-street parking requirements for all uses citywide and revised its off-street parking maximums.¹⁰ In addition, the City added land use regulations that require developments with more than a half-acre of new off-street surface parking to provide climate mitigation actions such as tree canopy cover, solar power generation, or payment into the City's equitable renewable energy fund.¹¹

7.1.2 Keizer

The City of Keizer will be updating some of its land use regulations to allow development consistent with the preferred scenario. The locations for designated Climate Friendly Areas (CFA) have been identified along with development code updates needed to fully implement the provisions for Climate Friendly Areas. Needed changes will be made in order to comply with CFEC rules, at the time of CFA designation and adoption. The City currently has property zoned Mixed Use within the existing River Cherry Overlay District which is consistent with many of the CFEC rules. The City has amended its

⁷ City of Salem, Land Use & Zoning; [Find Your Property Zone \(Map\)](#)

⁸ Beep-Beep Salem: <https://www.cityofsalem.net/community/neighborhoods/parking/beep-beep-salem>

⁹ [Salem Revised Code Chapter 806.015\(d\)](#)

¹⁰ [Salem Revised Code Chapter 806.015\(a\)](#)

¹¹ [Salem Revised Code Chapter 806.035\(n\)](#)

land use regulations to eliminate parking mandates city-wide and will be making further amendments as a part of the CFA adoption process.

7.1.3 Marion County

Marion County will be applying a limited use overlay to Climate Friendly Areas (CFA) that would implement the requirements for CFEC. The County will develop the code following the CFA approval by the County Board of Commissioners.

Marion County has been applying the new parking requirements found in OAR 660-012-0440(3) and 660-012-0430 directly from the rule. The County will continue to apply the no parking standards to all applicable developments.

7.2 Funding Needs for Implementation

The preferred scenario includes regionally significant projects that are defined in the financially constrained MTP, and it reflects transit investments to realize the Cherriots LRTP, which is not financially constrained. In addition to projects in the MTP and LRTP, the scenario reflects increased investments in transit, transportation options programs, and local investments in bike and pedestrian infrastructure beyond current local plans. This level of investment will require a significant increase in funding support for Cherriots, local government, and support for employers to make these investments in transportation infrastructure and programming.

Approximate funding needs for full implementation of the preferred scenario, estimated based on the adopted SKATS 2023–2050 MTP planned projects, is shown in Table 8. The MTP is a financially constrained plan, meaning that the cost of the identified projects does not exceed the forecasted financial resources available between 2023 and 2050. The project team estimated the additional costs to implement the preferred scenario by assuming that the costs will be proportional to the relative shift in travel behavior away from single-occupant vehicles. This assumption is used to develop a rough estimate of the magnitude and proportional increase in funding needed but should not be used as a precise figure because it is not grounded in specific implementation projects. To implement the preferred scenario, the region will need to use a variety of tools, including investments in transportation infrastructure projects, service and operations expansion, programs, education, partnerships with other agencies and private employers, and other investments.

Table 8. Estimated Funding Needs

Jurisdiction	Documented Funding Need for Planned Projects ^a	Category	Estimated Escalation Needed to Implement Preferred Scenario	Estimated Total Funding Need to Implement Preferred Scenario
All jurisdictions within MPO	\$202,423,000	Bicycle and Pedestrian	75% To support share of drive-alone trips shifted to bicycles and other active modes from 8.6% to 15.1%.	\$354,240,000 (+\$151,817,000)
All jurisdictions within MPO	\$929,064,000	Roads and Bridges	N/A No increase over planned projects.	\$929,064,000 (+ \$0)
Cherriots	\$2,172,120,000	Transit	33% To support transit increase from 21.5 service miles per capita to 28.6 miles per capita.	\$2,888,920,000 (+ \$716,800,000)
All jurisdictions within MPO	\$8,345,000	Transportation Options and Rideshare	259% To support increase in TO participation from 20% to 49% of employees and from 2% to 36% of households.	\$29,932,000 (+ \$21,587,000)
Total Funding Need	\$3.3 Billion needed for documented MTP projects		\$4.2 Billion needed to implement the Preferred Scenario	

MPO = metropolitan planning organization; SKATS = Salem-Keizer Area Transportation Study.

a All documented funding needs are sourced from the SKATS 2023-2050 Metropolitan Transportation Plan.

To fully implement the preferred scenario, funding will be needed beyond existing sources. Jurisdictions and the region must prioritize the policies and strategies outlined in the preferred scenario for funding and implementation, requiring ongoing support at both the state and federal levels.

At the local level, jurisdictions could consider enacting a local fuel tax or transportation levy to support transportation infrastructure projects, such as building sidewalks, bike lanes, and maintaining roadways.

In 2018, a new state law altered the operations and funding of Cherriots, the region's public transit agency. Cherriots is now exploring the possibility of introducing a payroll tax for employers to help fund improvements in transit services. This tax would be paid by employers, not employees.

Existing State funding opportunities include the ODOT Public and Active Transportation Program, the Statewide Transit Improvement Fund, and the ODOT Great Streets Program. Continuing and expanding these programs at the State level will be necessary to support implementation of the preferred scenario.

- ODOT Public and Active Transportation Program: In 2021, the Oregon Transportation Commission approved \$255 million in flexible federal funding for this program. The investments encompass various sub-programs and grant opportunities aimed at enhancing public transportation services, capital projects, pedestrian and bicycle initiatives, Safe Routes to Schools, and Transportation Options programs.
- The Statewide Transit Improvement Fund (STIF), established by the Oregon legislature, provides dedicated funding for improving and expanding public transportation services across the state. Although STIF funding has been increased for the 2025-2027 period, it will revert to previous funding levels without further legislative action.
- The ODOT Great Streets program, primarily funded by federal sources, aims to create more complete streets while enhancing safety, equity, and climate outcomes. This program has been extended through 2027–2030, with funding increased to \$70 million for those years; however, it lacks a dedicated funding source. With additional resources, the program could scale up to better address high-priority needs that are currently unaffordable.

7.3 Reporting and Monitoring

To ensure adequate progress towards the region's 30% GHG Target by 2050, local jurisdictions are required to track progress annually and identify corrective actions if targets are not on track to be met. To fulfill this requirement, jurisdictions must submit either a major or minor report each year. Major reports are submitted in years that SKATS updates the MTP, while minor reports are submitted in all other years. Required elements for both major and minor reports for local jurisdictions are described in OAR 660-012-0900. Minor and major reports must be approved by DLCD, per OAR 660-012-0915. The list below summarizes the required elements of the minor report.

- A description of planning coordination efforts and activities over the reporting year among local jurisdictions and agencies.
- A summary of amendments made to the TSP over the reporting year and a forecast of anticipated amendments and planning activities over the near future.
- A summary of equity analyses and efforts to center underserved populations.
- A summary of alternatives reviews underway and completed.

In addition to these requirements, major reports must also include:

- A description of immediate actions taken to reduce GHG emissions.
- A description of coordination efforts with SKATS to update the Metropolitan Transportation Plan.
- Reporting for each performance measure on baseline data and projections.
- An assessment of whether each performance measure is on track to meet each target.
- A description of corrective actions necessary to meet the performance target by the next major report.
- A description of local amendments to implement the scenario plan and corrective actions to adopt the local amendments if necessary.
- A status report of any corrective actions identified in prior reports.

Only cities and counties are required to track progress towards the GHG Target. Other regional partners like Cherriots and SKATS do not need to submit annual major or minor reports. However,

coordination and sharing data with jurisdictions will be necessary to ensure annual reporting reflects the best and most up-to-date data.

7.4 Next Steps

The preferred scenario establishes a future vision for the region. The performance measures and targets identified above will aid in tracking progress towards achieving the future vision. The next steps in implementing the preferred scenario will include local agency updates to the individual Transportation System Plans (TSPs) to implement the relevant portion of the preferred scenario. The TSP updates, as well as updates to Cherriots Long Range Transit Plan, and the SKATS Metropolitan Transportation Plan, will provide opportunities for the local agencies to identify and refine specific programs, projects and additional measures for tracking progress to fully implement the preferred scenario.



Salem-Keizer Regional Scenario Plan Appendices

NOVEMBER 2025



Contents

A	Scenario Summary Tables
B	Engagement Summary
C	Target-Setting Methodology for Salem
	C-1 Transportation Options
D	Target-Setting Methodology for Keizer
	D-1 Transportation Options
E	Target-Setting Methodology for Marion County
	E-1 Transportation Options
F	VisionEval Scenario Modeling Documentation
G	OAR Compliance Crosswalk

Appendix A

Scenario Summary Tables

Salem-Keizer Regional Reference Scenario		2021					2050					% change 2050 (from 2021)				
Category	Input	Salem UGB	Keizer UGB	Marion UGB	Other	Region	Salem UGB	Keizer UGB	Marion UGB	Other	Region	Salem UGB	Keizer UGB	Marion UGB	Other	Region
Regional Context	Population *	158,800	41,900	52,200	18,800	271,700	213,200	43,900	55,800	26,000	338,900	34%	5%	7%	38%	25%
	Jobs	98,400	9,000	9,300	5,000	121,900	121,700	10,900	10,200	6,400	149,200	24%	21%	10%	28%	22%
	Retail Employment	17,100	2,900	2,300	600	23,000	19,800	3,300	2,500	900	26,500	16%	14%	9%	50%	15%
	Service Employment	32,700	3,200	2,700	1,000	39,500	39,800	4,100	2,900	1,300	48,000	22%	28%	7%	30%	22%
	Households (HHs) total (excluding GQ)	59,800	14,800	16,800	6,800	98,200	79,200	15,400	18,100	8,200	120,900	32%	4%	8%	21%	23%
	Average household size	2.5	2.8	3.0	2.6	2.6	2.5	2.8	3.0	2.6	2.6	3%	0%	2%	0%	0%
	% single-person households (excludes GQs)	37%	23%	24%	21%	29%	36%	23%	19%	21%	29%	-2%	0%	-19%	0%	0%
	DVMT per capita	15.5	15.3	12.9	20.5	15.3	15.4	15.5	12.9	20.5	15.3	0%	1%	1%	0%	0%
	Average annual per capita income (in 2021 dollars)	\$32,451	\$30,674	\$24,773	\$39,877	\$32,240	\$41,741	\$40,432	\$30,693	\$52,563	\$42,496	29%	32%	24%	32%	32%
	Annual Growth Rate in Real Income	-	-	-	-	-	-	-	-	-	-	0.96%	0.96%	0.96%	0.96%	0.96%
Land Use	Single Family units	36,600	9,300	9,900	6,200	62,000	46,300	9,700	10,200	7,300	73,600	27%	4%	3%	18%	19%
	Single Family units (% of Total HHs)	61%	63%	59%	91%	63%	58%	63%	56%	89%	61%	-4%	0%	-4%	-2%	-4%
	Multi-family units	23,200	5,500	6,900	600	36,200	32,800	5,700	7,900	35%	47,300	41%	4%	14%	-100%	31%
	Multi-family units (% of Total HHs)	39%	37%	41%	9%	37%	41%	37%	44%	162%	39%	7%	0%	6%	1732%	6%
	Share of HH's in urban mixed use areas **	10%	9%	16%	2%	11%	13%	10%	15%	3%	12%	27%	8%	-4%	46%	17%
	Share of workers subject to parking fee	8.8%	4.4%	0.8%	0.1%	7.5%	9.4%	4.7%	1.5%	0.4%	8.1%	6%	7%	103%	413%	8%
	Share of non-work trips subject to parking fee	3.0%	1.3%	0.3%	0.1%	2.0%	2.9%	1.3%	0.3%	0.1%	2.0%	-3%	0%	9%	-2%	0%
	Avg. daily parking fee (in zones that charge in 2021 dollars)	\$5.82	\$0.00	\$0.75	\$0.75	\$5.71	\$7.20	\$0.00	\$0.75	\$0.75	\$6.86	24%	0%	0%	0%	20%
	Avg. daily parking fee (across all zones in 2021 dollars)	\$0.02	\$0.00	\$0.01	\$0.00	\$0.60	\$0.03	\$0.00	\$0.01	\$0.00	\$0.80	14%	0%	51%	245%	34%
	Overall Costs to Drive (effective operational per mile costs, 2021 dollars) ***	\$0.67	\$0.71	\$0.72	\$0.49	\$0.64	\$0.67	\$0.70	\$0.75	\$0.50	\$0.64	0%	-2%	5%	1%	0%
Pricing	Electricity price per kilowatt-hour (in 2021 dollars)			\$0.18					\$0.20					8%		
	State annual vehicle fees such as inspections, registrations, etc. (in 2021 dollars)			\$138					\$137					-1%		
	Fuel price without taxes per gallon (in 2021 dollars)			\$2.52					\$3.70					47%		
	State Led: Gas Taxes & VMT Fees per mile (2021 dollars)	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.05	\$0.05	\$0.05	\$0.05	\$0.05	9%	12%	11%	9%	9%
	State Led: Full Road Cost Recovery per mile (2021 dollars)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0%	0%	0%	0%	0%
	Federal & State Gas taxes (dollar per gallon in 2021 dollars)			\$0.57					\$0.33					-42%		
	Pay as you drive (PAYD) insurance cost per mile (2021\$)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.01	\$0.01	\$0.01	\$0.01	\$0.01	316%	275%	340%	381%	316%
	Pay as you drive (PAYD) insurance (% of HHs participating)			1.0%					4.0%					300%		
Transportation Options	Share of single occupant vehicle trips diverted to bicycles and active modes	5.8%	2.4%	1.2%	1.8%	4.2%	11.5%	4.9%	1.7%	3.5%	8.6%	6%	2%	0%	2%	4%
	Transit service miles (fixed route in-service miles) (bus and BRT)			2,934,189					4,844,470					65%		
	Transit (bus equivalent) Annual Revenue Miles			3,504,161					7,293,640					108%		
	Transit revenue miles (bus equivalent) per capita			12.9					21.5					67%		
	Share of Workers covered by transportation demand management programs	12.3%	3.7%	3.8%	1.0%	10.7%	23.3%	6.7%	6.3%	2.4%	20.3%	11%	3%	2%	1%	10%
	Share of Households in individualized marketing programs	1.0%	0.5%	0.2%	0.1%	0.7%	2.5%	1.2%	0.5%	0.1%	1.9%	2%	1%	0%	0%	1%
	% of HHs with High Car Service Available	23%	17%	28%	0%	21%	32%	21%	30%	0%	28%	9%	4%	2%	0%	7%
	% of Workers Full Time Commuting (no teleworking)	85%	86%	85%	85%	85%	85%	85%	85%	85%	85%	0%	-1%	0%	0%	0%
	% of Workers Part Time Teleworking (1-4 days a week)	11%	10%	11%	12%	11%	11%	11%	11%	11%	11%	0%	1%	0%	0%	0%
	% of Workers Full Time Teleworking (5 days a week)	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	0%	0%	0%	0%	0%
System Operations	% of Workers Full or Part Time Teleworking	15%	14%	15%	15%	15%	15%	15%	15%	15%	15%	0%	1%	0%	0%	0%
	Lane Miles															
	Freeway			137					143					4%		
	Arterial			432					453					5%		
	Freeway Lane Miles per 1k pop			0.25					0.21					-16%		
	Arterial Lane Miles per 1k pop			0.79					0.67					-16%		
	Freeway Ramp Metering coverage (State Authority)			0%					0%					0%		
	Freeway Incident Response coverage (State Authority)			0%					0%					0%		
Vehicles & Fuels	Arterial Signal Coordination coverage			90%					99%					10%		
	Arterial Access Management coverage			10%					20%					100%		
	Effective Household MPG	27.7	28.1	28.3	26.9	27.7	84.7	88.4	84.4	99.3	84.7	205%	214%	198%		205%
	Share of HH Vehicles which are non-ICE (HEV + PHEV+EV)	4.7%	4.6%	4.4%	4.7%	4.7%	96.3%	96.9%	96.0%	97.2%	96.3%	1958%	2020%	2060%		1958%
	Bus fuels Consumed															
	Transit Gasoline Gallons Equivalent			2,018					0					-100%		
	Diesel			59%					0%					-100%		
	CNG			41%					0%					-100%		
	Transit Biofuels															
	Ethanol Proportion of Gasoline Vehicles			11%					0%					-100%		
	Biodiesel Proportion of Diesel Vehicles			7%					0%					-100%		
	RNG			90%					0%					-100%		
	Bus Vehicle Mix															
	Internal Combustion			100%					0%					-100%		
	Electric			0%					100%					100%		
	% of HHs with EV supply available (total HHs)	84%	88%	88%	85%	86%	92%	95%	95%	92%	93%	9%	8%	8%		8%
	% of Multi-family HHs with EV supply available	1.1%	1.6%	1.6%	1.2%	1.3%	7.5%	10.0%	10.0%	7.5%	8.1%	570%	525%	525%		525%

* Population EXCLUDES group quarters persons; GQ population is separately accounted for

** VE Mixed Use definition: A designation based on a model estimated using the population density of the zone and the percentage of single family units in the zone. Model estimated based on NHTS Claritas work on specifying mixed use zone

*** Vehicle operating costs include fuel, pay as you drive insurance, vehicle maintenance, road use taxes, and pollution taxes

Salem-Keizer Regional Preferred Scenario																
Category	Input	2021					2050					% change 2050 (from 2021)				
		Salem UGB	Keizer UGB	Marion UGB	Other	Region	Salem UGB	Keizer UGB	Marion UGB	Other	Region	Salem UGB	Keizer UGB	Marion UGB	Other	Region
Regional Context	Population *	158,800	41,900	52,200	18,800	271,700	213,200	43,900	55,800	26,000	338,900	34%	5%	7%	38%	25%
	Jobs	98,400	9,000	9,300	5,000	121,900	121,700	10,900	10,200	6,400	149,200	24%	21%	10%	28%	22%
	Retail Employment	17,100	2,900	2,300	600	23,000	19,800	3,300	2,500	900	26,500	16%	14%	9%	50%	15%
	Service Employment	32,700	3,200	2,700	1,000	39,500	39,800	4,100	2,900	1,300	48,000	22%	28%	7%	30%	22%
	Households (HHs) total (excluding GQ)	59,800	14,800	16,800	6,800	98,200	79,200	15,400	18,100	8,200	120,900	32%	4%	8%	21%	23%
	Average household size	2.5	2.8	3.0	2.6	2.6	2.7	2.9	3.1	2.7	2.8	10%	3%	4%	4%	5%
	% single-person households (excludes GQs)	37%	23%	24%	21%	29%	36%	23%	19%	21%	29%	-2%	0%	-19%	0%	0%
	DVMT per capita	15.5	15.3	12.9	20.5	15.3	11.4	11.5	9.3	15.6	11.4	-26%	-25%	-28%	-24%	-26%
	Average annual per capita income (in 2021 dollars)	\$32,451	\$30,674	\$24,773	\$39,877	\$32,240	\$41,741	\$40,432	\$30,693	\$52,563	\$42,496	29%	32%	24%	32%	32%
	Annual Growth Rate in Real Income	-	-	-	-	-	-	-	-	-	-	0.96%	0.96%	0.96%	0.96%	0.96%
Land Use	Single Family units	36,600	9,300	9,900	6,200	62,000	46,300	9,700	10,200	7,300	73,600	27%	4%	3%	18%	19%
	Single Family units (% of Total HHs)	61%	63%	59%	91%	63%	58%	63%	56%	89%	61%	-4%	0%	-4%	-2%	-4%
	Multi-family units	23,200	5,500	6,900	600	36,200	32,800	5,700	7,900	33%	47,300	41%	4%	14%	-100%	31%
	Multi-family units (% of Total HHs)	39%	37%	41%	9%	37%	41%	37%	44%	156%	39%	7%	0%	6%	1666%	6%
	Share of HH's in urban mixed use areas **	10%	9%	16%	2%	11%	13%	10%	16%	3%	12%	25%	5%	-2%	36%	17%
	Share of workers subject to parking fee	8.8%	4.4%	0.8%	0.1%	7.5%	25.7%	12.2%	1.5%	0.1%	22.0%	192%	177%	103%	21%	193%
	Share of non-work trips subject to parking fee	3.0%	1.3%	0.3%	0.1%	2.0%	5.2%	3.7%	0.1%	0.0%	3.6%	75%	189%	-54%	-59%	84%
	Avg. daily parking fee (in zones that charge in 2021 dollars)	\$5.82	\$0.00	\$0.75	\$0.75	\$5.71	\$11.53	\$0.00	\$0.75	\$0.75	\$7.51	98%	0%	0%	0%	32%
	Avg. daily parking fee (across all zones in 2021 dollars)	\$0.02	\$0.00	\$0.01	\$0.00	\$0.60	\$0.04	\$0.00	\$0.01	\$0.00	\$1.43	49%	0%	51%	-19%	141%
Pricing	Overall Costs to Drive (effective operational per mile costs, 2021 dollars) ***	\$0.67	\$0.71	\$0.72	\$0.49	\$0.64	\$1.09	\$1.13	\$1.18	\$1.03	\$1.08	62%	58%	63%	108%	70%
	Electricity price per kilowatt-hour (in 2021 dollars)			\$0.18					\$0.20					8%		
	State annual vehicle fees such as inspections, registrations, etc. (in 2021 dollars)			\$138					\$53					-61%		
	Fuel price without taxes per gallon (in 2021 dollars)			\$2.52					\$3.70					47%		
	State Led: Gas Taxes & VMT Fees per mile (2021 dollars)	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	\$0.05	\$0.04	\$0.05	\$0.04	4%	8%	6%	7%	4%
	State Led: Full Road Cost Recovery per mile (2021 dollars)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.04	\$0.04	\$0.04	\$0.04	\$0.04	0%	0%	0%	0%	0%
	Federal & State Gas taxes (dollar per gallon in 2021 dollars)			\$0.57					\$0.66					17%		
	Pay as you drive (PAYD) insurance cost per mile (2021\$)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.18	\$0.21	\$0.20	\$0.24	\$0.18	6471%	8486%	11971%	6202%	6471%
	Pay as you drive (PAYD) insurance (% of HHs participating)			1.0%					100.0%					9900%		
Transportation Options	Share of single occupant vehicle trips diverted to bicycles and active modes	5.8%	2.4%	1.2%	1.8%	4.2%	18.0%	15.0%	7.7%	5.9%	15.1%	12%	13%	7%	4%	11%
	Transit service miles (fixed route in-service miles) (bus and BRT)			2,934,189					6,540,035					123%		
	Transit (bus equivalent) Annual Revenue Miles			3,504,161					9,676,085					176%		
	Bus and BRT (bus equivalent) per capita			12.9					28.6					121%		
	Share of Workers covered by transportation demand management programs	12.3%	3.7%	3.8%	1.0%	10.7%	54.3%	32.3%	24.2%	0.9%	49.0%	42%	29%	20%	0%	38%
	Share of Households in individualized marketing programs	1.0%	0.5%	0.2%	0.1%	0.7%	41.5%	29.1%	30.8%	3.8%	36.2%	41%	29%	31%	4%	35%
	% of HHs with High Car Service Available	23%	17%	28%	0%	21%	35%	19%	32%	0%	30%	12%	2%	5%	0%	9%
	% of Workers Full Time Commuting (no teleworking)	85%	86%	85%	85%	85%	85%	85%	85%	85%	85%	0%	-1%	0%	0%	0%
	% of Workers Part Time Teleworking (1-4 days a week)	11%	10%	11%	12%	11%	11%	11%	11%	11%	11%	0%	0%	0%	-1%	0%
System Operations	% of Workers Full Time Teleworking (5 days a week)	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	0%	1%	0%	0%	0%
	% of Workers Full or Part Time Teleworking	15%	14%	15%	15%	15%	15%	15%	15%	15%	15%	0%	1%	0%	0%	0%
	Lane Miles															
	Freeway			137					143					4%		
	Arterial			432					453					5%		
	Freeway Lane Miles per 1k pop			0.25					0.21					-16%		
	Arterial Lane Miles per 1k pop			0.79					0.67					-16%		
	Freeway Ramp Metering coverage (State Authority)			0%					95%					0%		
	Freeway Incident Response coverage (State Authority)			0%					95%					0%		
Vehicles & Fuels	Arterial Signal Coordination coverage			90%					99%					10%		
	Arterial Access Management coverage			10%					85%					750%		
	Effective Household MPG	27.7	28.1	28.3	26.9	27.7	106.1	108.7	106.9	112.6	106.1	282%	287%	278%		282%
	Share of HH Vehicles which are non-ICE (HEV + PHEV+EV)	4.7%	4.6%	4.4%	4.7%	4.7%	96.1%	96.3%	96.0%	96.8%	96.1%	1952%	2007%	2061%		1952%
	Bus fuels															
	Transit Gasoline Gallons Equivalent			2,018					0					-100%		
	Diesel			59%					0%					-100%		
	CNG			41%					0%					-100%		
	Transit Biofuels															
	Ethanol Proportion of Gasoline Vehicles			11%					0%					-100%		
	Biodiesel Proportion of Diesel Vehicles			7%					0%					-100%		
	RNG			90%					0%					-100%		
	Bus Vehicle Mix															
	Internal Combustion			100%					0%					-100%		
	Electric			0%					100%					100%		
	% of HHs with EV supply available (total HHs)	84%	88%	88%	85%	86%	95%	95%	95%	95%	95%	13%	8%	8%		11%
	% of Multi-family HHs with EV supply available	1.1%	1.6%	1.6%	1.2%	1.3%	15.0%	20.0%	20.0%	15.0%	16.3%	1239%	1150%	1150%		1150%

* Population EXCLUDES group quarters persons; GQ population is separately accounted for

** VE Mixed Use definition: A designation based on a model estimated using the population density of the zone and the percentage of single family units in the zone. Model estimated based on NHTS Claritas work on specifying mixed use zone

*** Vehicle operating costs include fuel, pay as you drive insurance, vehicle maintenance, road use taxes, and pollution taxes

Appendix B

Engagement Summary



Salem-Keizer Regional Scenario Planning Project



Community Engagement Summary

Summer 2025



About the project

Salem, Keizer, and Marion County just finished a Regional Scenario Plan that outlines strategies to reduce greenhouse gas (GHG) emissions from light-duty vehicles by 31% by 2050, while also improving how people move through the region.

Public outreach has been a cornerstone of this effort. Over two phases of engagement in 2024 and 2025, community members were invited to share input on their values, experiences, and priorities to help shape the region's transportation and land use future.

What we heard

Through both rounds of engagement, community members expressed a desire for safer, more accessible ways to get around without a car. Top priorities included better sidewalks and wider and more frequent pedestrian crossings; protected bike lanes separated from traffic; more frequent bus service; and investments in underserved areas. Community members also expressed support for maintaining free parking and existing parking regulations.

How feedback was used

Based on community feedback, the preferred scenario prioritizes better sidewalks and crossings, safer bike lanes, more frequent bus service, and expanded investments in underserved areas. The preferred scenario and strategies will guide future updates to each jurisdiction's Transportation System Plans (TSPs), which will be reviewed and tracked by the State.

Engagement at a glance

Spring 2024

Understanding values and priorities

- Kick-off event
- 277 online survey responses
- Presentations to 9 local groups
- Salem Equity Roundtable
- Outreach at World Beat Festival, Viva Salem, Englewood Forest Festival, and health and resource fairs

Spring 2025

Refining the preferred scenario

- 284 online survey responses
- 106 conversations at 5 tabling events
- Presentations to 9 local groups
- Outreach at World Beat Festival and Center 50+ Energy Resource Fair

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

—Community member,
2024 kickoff event

Learn more about the project: www.SKScenarioPlanning.com





Proyecto de planificación de escenarios regionales de Salem-Keizer



Resumen de la participación comunitaria

Verano 2025



Sobre el proyecto

Salem, Keizer, y el condado Marion acaban de terminar con un plan de escenario regional que delinea estrategias para reducir las emisiones de gases de efecto invernadero (GEI, por sus siglas en inglés) de los vehículos ligeros en un 31% antes del 2050, mejorando al mismo tiempo la forma en que las personas se desplazan por la región.

La participación comunitaria fue clave en este esfuerzo. A través de dos fases de participación en 2024 y 2025, miembros de la comunidad fueron invitados a compartir opiniones sobre sus valores, experiencias y prioridades para ayudar a dar forma al futuro del transporte y el uso de los terrenos de la región.

Lo que escuchamos

En dos rondas de participación pública, la comunidad pidió maneras más seguras y accesibles para moverse sin carro. Las prioridades incluyeron mejores aceras y cruces de peatones más amplios y frecuentes; carriles de bicicletas protegidos y separados del tráfico; servicio de autobús más frecuente; e inversión en zonas escasamente atendidas. También hubo apoyo para mantener estacionamiento gratis y las reglas actuales de estacionamiento.

Como se utilizó la opinión del público

Basado en los comentarios públicos, el escenario preferido prioriza mejores aceras y cruces, carriles de bicicletas más seguros, servicio de autobús más frecuente, y más inversiones en zonas escasamente atendidas. El escenario preferido y estrategias servirán como guía para futuras actualizaciones de los planes del sistema de transporte (TSP, por sus siglas en inglés) de cada jurisdicción, que serán revisados y supervisados por el estado.

Participación pública en breve

Primavera 2024

Enfoque: comprender valores y prioridades

- Evento de inicio
- 277 respuestas a la encuesta en línea
- Presentaciones a 9 grupos locales
- Mesa redonda sobre equidad en Salem (Salem Equity Roundtable)
- Divulgación en el festival World Beat, Viva Salem, festival Englewood Forest, y en ferias de salud y recursos

Primavera 2025

Enfoque: afinar el escenario preferido

- 284 respuestas a la encuesta en línea
- 106 conversaciones en 5 eventos informativos
- Presentaciones a 9 grupos locales
- Divulgación en el festival World Beat y feria de recursos Center 50+ Energy

Aprenda más sobre el proyecto: www.SKScenarioPlanning.com



SALEM-KEIZER REGIONAL SCENARIO PLANNING PROJECT



OUTREACH EXECUTIVE SUMMARY

PROJECT OVERVIEW

The cities of Salem and Keizer, along with Marion County continue to work together to create more sustainable transportation options for the region and meet new state rules that require communities to reduce pollution from cars and trucks. The goal is to cut greenhouse gas (GHG) emissions from driving by 31% by the year 2050. As part of this effort, the project team engaged in two rounds of community outreach (Spring 2024 and Spring 2025) to gather input on how to achieve local climate goals while planning the region's future.

ENGAGEMENT OVERVIEW

SPRING 2024 – UNDERSTANDING VALUES AND PRIORITIES

The first round of outreach (from May 9 to June 30, 2024) focused on understanding community values and preferences related to transportation, land use, and climate goals. Outreach 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; and presentations to interested parties and community-based organizations. Most people who participated in events or the survey lived in Salem, followed by Keizer.

SPRING 2025 – REFINING THE PREFERRED SCENARIO

In Spring 2025, the Advisory Committee used the community feedback to inform their recommendation for the preferred scenario to reduce greenhouse gas emissions in the region from light duty vehicles by 31% by 2050. The preferred scenario has an emphasis on local actions that support:

- active transportation
- public transit
- education/outreach programs

The second round of outreach (from May 28th to June 29, 2025) focused on gathering feedback on the draft preferred scenario and the specific strategies under consideration. Engagement activities included information booths; email outreach; a project website; an online public survey; advertising through each of the partner jurisdictions communication channels, including social media; tabling at local grocery stores, libraries and community events; and presentations to interested parties and community-based organizations. Similarly to the first round of outreach, most people who participated in the second survey lived in Salem, followed by Keizer.

KEY THEMES AND INSIGHTS

Across both rounds of engagement, several consistent themes emerged:

- Safety is a top concern. Participants emphasized the need for safer walking and biking infrastructure, including protected bike lanes, improved sidewalks and crossings, and slower vehicle speeds.

- Transit service is limited. Many respondents stated they would use public transit more often if service were more frequent, reliable, and better connected—particularly in underserved neighborhoods.
- Choice in transportation is important. There was strong support for a transportation system that allows people to walk, bike, roll, or take transit safely and conveniently.
- Equity must be prioritized. Respondents highlighted the need for targeted investments in neighborhoods that currently have fewer transportation options and infrastructure.
- Public skepticism persists. While many participants supported the goals of the plan, some questioned the feasibility, affordability, and long-term implementation of proposed changes.
- Support for compact, walkable development is growing. Many respondents favored mixed-use neighborhoods with better access to transit, services, and destinations—though some raised concerns about the impacts of increased density.

HOW PUBLIC INPUT WAS USED

Community feedback was directly used to inform the development of the preferred scenario and the strategies it prioritizes. In particular:

Community Input	Resulting Action
Calls for safer walking and biking infrastructure	Scenario emphasizes sidewalk repairs, new crosswalks, and protected bike lanes
Request for improved transit service	Recommendations include more frequent buses and expanded route coverage
Interest in transportation choice	Scenario supports multimodal investments and land use that reduces reliance on cars
Concerns about equity	Scenario includes targeted investments in underserved areas
Mixed views on parking and density	Strategies are designed to allow for local flexibility and reflect community readiness

REDUCING BARRIERS TO PARTICIPATION

To ensure equitable access to information and engagement opportunities, the project team took several steps to reduce barriers to participation. All outreach materials—including the project website, display boards, flyers, and printed surveys—were fully bilingual in English and Spanish. A bilingual staff member was present at every information booth to support in-language engagement, and bilingual email outreach was used when appropriate. The project website was designed for accessibility, featuring a simple layout, strong text contrast, mobile responsiveness, properly ordered headings, and alt text on images. A full accessibility scan confirmed that the site met WCAG 2.1 aa standards to support screen reader users and ensure ease of use for people of all abilities.

NEXT STEPS

The Regional Scenario Plan will serve as a foundation for future updates to local Transportation System Plans (TSPs), which will be reviewed and tracked by the State. The insights gathered during the engagement process will continue to inform implementation strategies and guide how local governments prioritize investments.

Appendix: Engagement Opportunities

Spring 2024

- **Public Kick-Off Event: Wednesday, May 29, 2024, 4 – 6 p.m.**
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 40 people attended.
- **Online Survey: April 15, 2024 – July 1, 2024**
The project team hosted an online survey in English and Spanish. In total, there were 277 responses.
- **Salem Equity Roundtable Discussion and Survey: May 21, 2024**
City of Salem staff gave a presentation, facilitated a discussion, and provided paper surveys to attendees of Salem's Equity Roundtable. There were 22 survey responses collected.
- **Community Presentations & Events:**
The Project team met with nine (9) local groups to share project information via flyer distribution and/or a presentation.
 - March 28 – Neighborhood Association Chairs meeting
 - May 28 – SKATS Policy Committee
 - May 29 – Land Use Network
 - June 12 – Morningside Neighborhood Association
 - July 8 – Climate Action Plan Committee
 - August 1 – West Salem Neighborhood Association
 - September 11 – Citizens Advisory Traffic Commission
 - October 15 – Planning Commission
 - November 5 – Southwest Association of Neighbors

Additionally, the Project team tabled at the following community events:

- February 6 – Spanish Resource Fair
- June 29 & 30 – World Beat Festival
- August 2 – Lancaster Family Health Center Health Fair
- August 10 – Englewood Forest Festival
- September 28 – Viva Salem

Spring 2025

- **Online Survey: May 28, 2025 – June 29, 2025**
The project team hosted an online survey in English. Non-English speaking community members could request a translation of the survey via phone call. In total, there were 284 responses.
- **Community Presentations & Events:**
The Project team met with nine (9) local groups to share project information via flyer distribution and/or a presentation.
 - May 20 – Central Area Neighborhood Development Organization (CANDO)
 - June 4 – Salem Community Advisory Transportation Commission
 - June 5 – East Lancaster Neighborhood Association
 - June 12 – Highland Neighborhood Association
 - June 17 – City of Salem Equity Roundtable

- June 17 – Salem Planning Commission
- June 19 – Sunnyslope Neighborhood Association
- July 2 – North Lancaster Neighborhood Association
- July 10 – South Gateway Neighborhood Association

Additionally, the Project team tabled at the following community events:

- June 23 – Center 50+ Energy Resource Fair
 - June 28 & 29 – World Beat Festival
- Information Booths:
The information booths were intended to share the project survey with the public as well as gain any additional feedback on improvements that would encourage participants to bike, roll, or walk more. Staff spoke to approximately one hundred and six (106) community members over three days of outreach.
 - June 6 – Salem Public Library
 - June 6 – El Ranchero Market
 - June 7 – Salem Farmers Market
 - June 24 – Keizer Community Library
 - June 24 – Mega Foods

SALEM-KEIZER REGIONAL SCENARIO PLANNING

SPRING 2024 OUTREACH SUMMARY

CONTENTS

Spring 2024 Outreach Summary	1
Contents	1
Project Overview	2
Overall Themes Heard	2
Kick-Off Event.....	3
Themes Heard	3
Event Boards.....	4
Where Do You Live?	4
Driving: What Feels More Important?	5
Walking, Biking And Rolling: What Feels More Important?	5
How We Build: What Feels More Important?	5
Parking: What Feels More Important?	6
Survey Results.....	6
Most Popular Options.....	6
Least Popular Options.....	7
Open-Ended Questions.....	7
Salem Equity Roundtable Survey Responses	9
Appendix – Survey Responses.....	11

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.



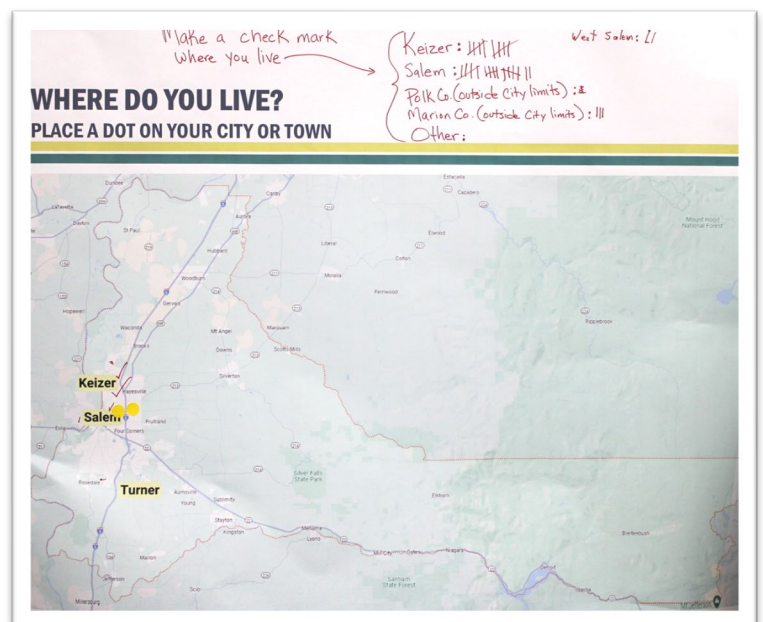
“All of the incentives in the world will not get us out of our cars unless walking and biking are safe.”

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.

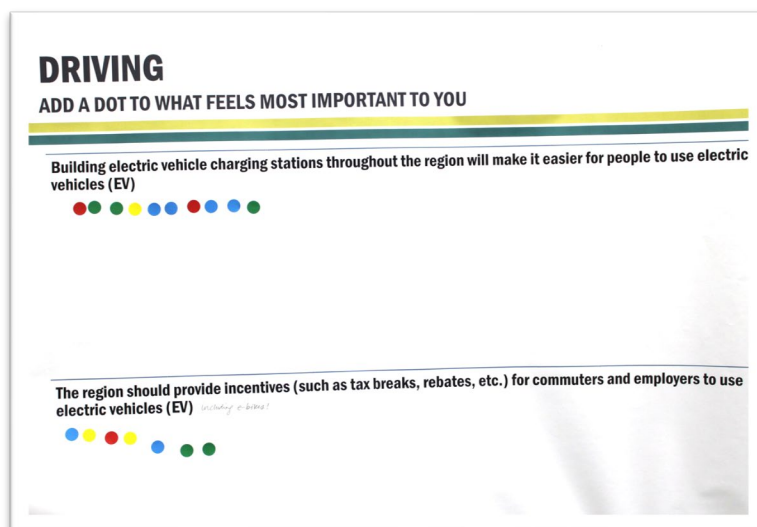
- Salem: 21
- West Salem: 2
- Keizer: 13
- Rosedale: 1
- Marion County: 3



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.

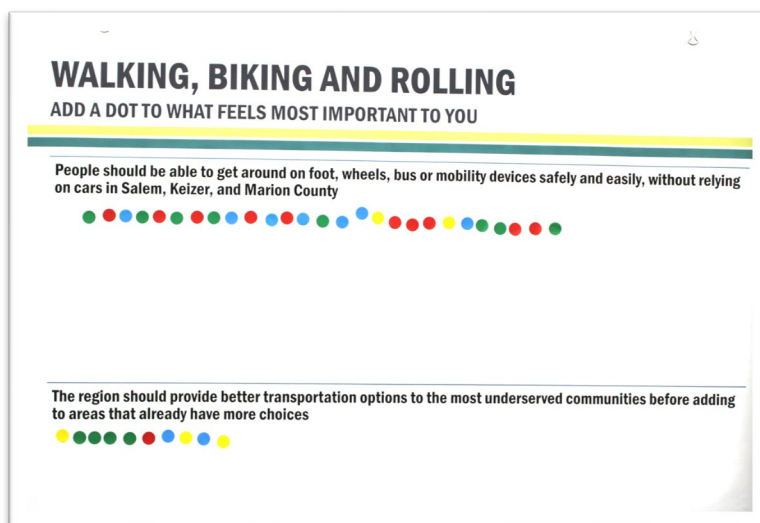
DRIVING: WHAT FEELS MORE IMPORTANT?

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



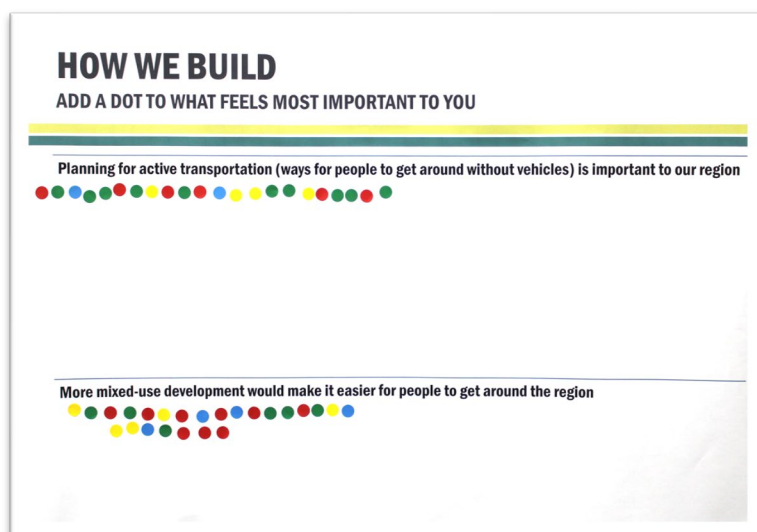
WALKING, BIKING AND ROLLING: WHAT FEELS MORE IMPORTANT?

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**.

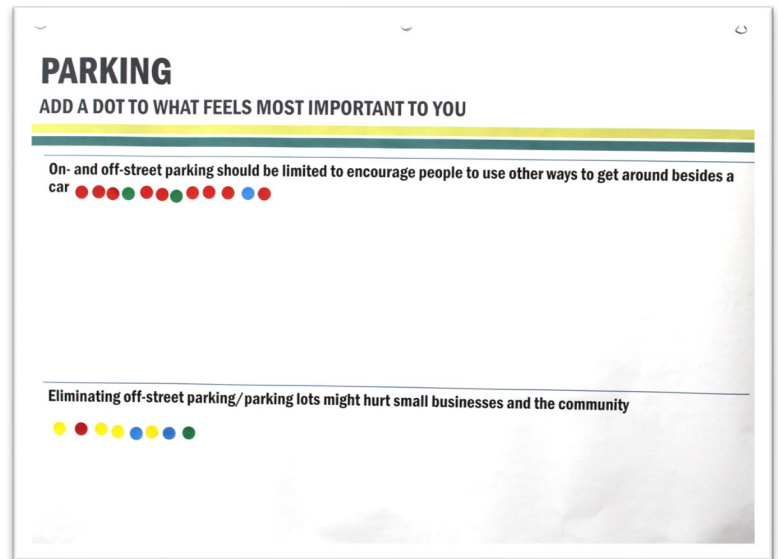
The survey asked questions about ideas on how the region can improve transportation and climate goals based on a sliding scale of preference, from “strongly disagree” to “strongly agree.” There were two additional open-ended questions at the end for survey participants to write additional thoughts, along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

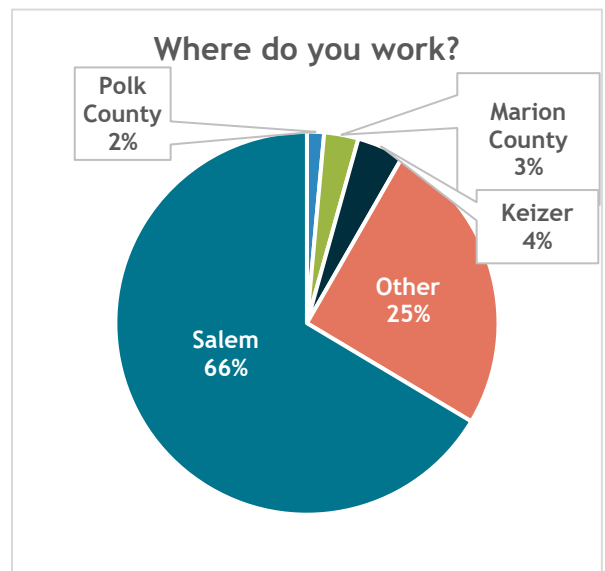
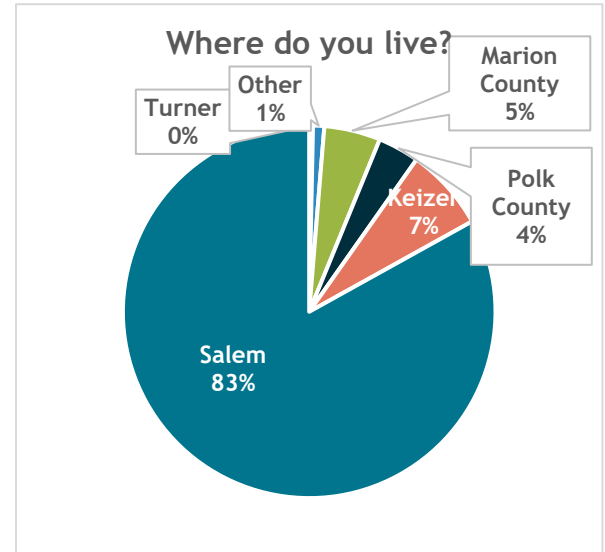
- 97302 – 72 responses
- 97301 – 53 responses
- 97304 – 38 responses
- 97306 – 26 responses
- 97303 – 19 responses
- 97305 – 13 responses
- 97317 – 5 responses
- There was also one each of 97385, 97352 97381, 97325, 97392, 97327, 97361, and 97300.

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

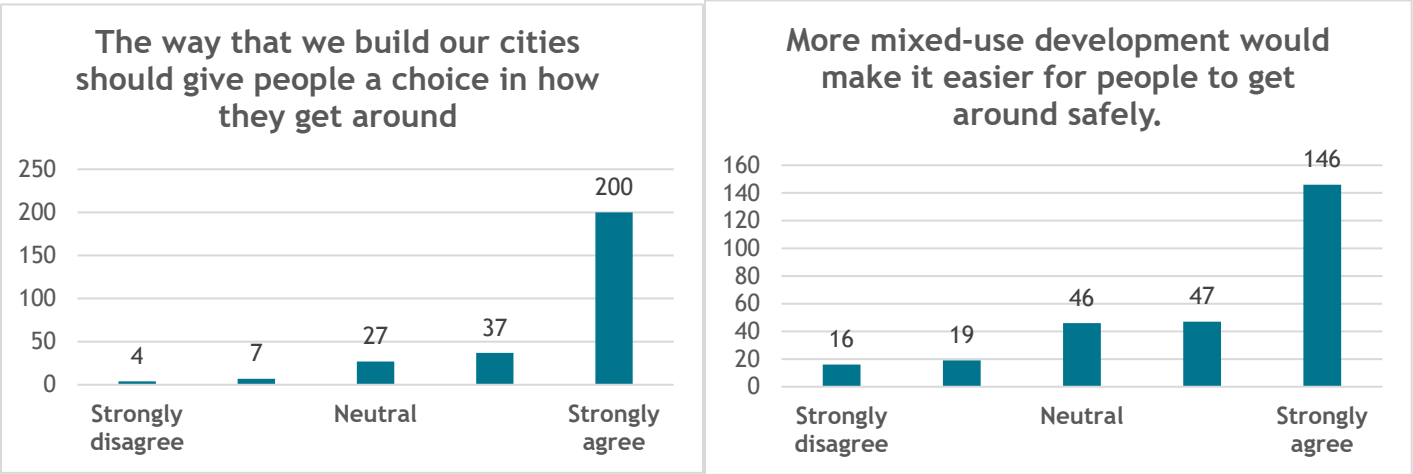
Do you agree or disagree with these statements? (5-point scale from strongly disagree to strongly agree.)

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.

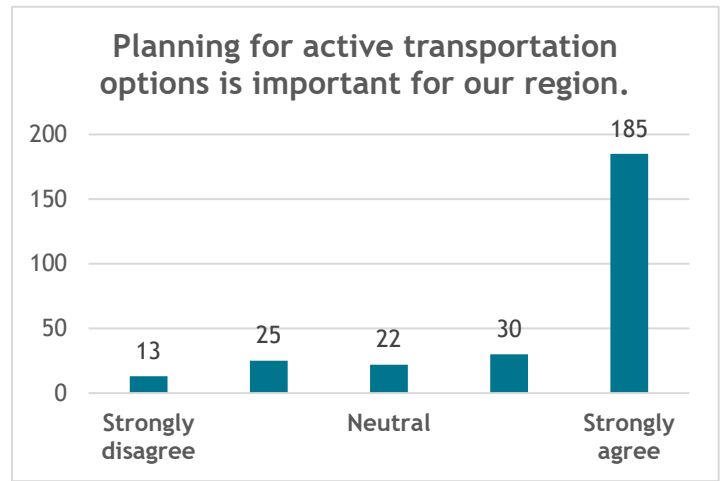
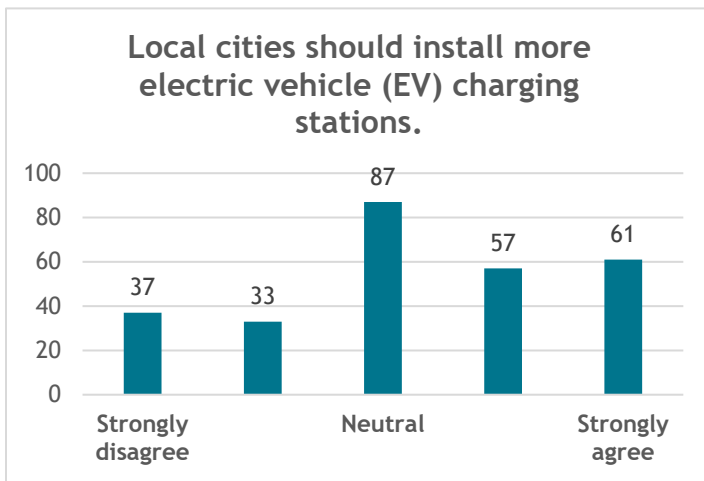
There were 274 responses to this question. Most respondents (53%) strongly agreed, while 17% agreed or felt neutral. A little over 13% of respondents did not agree or strongly disagreed.



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

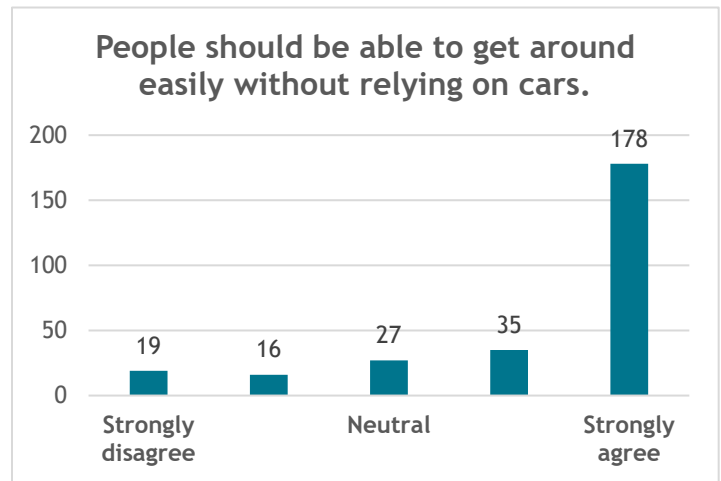
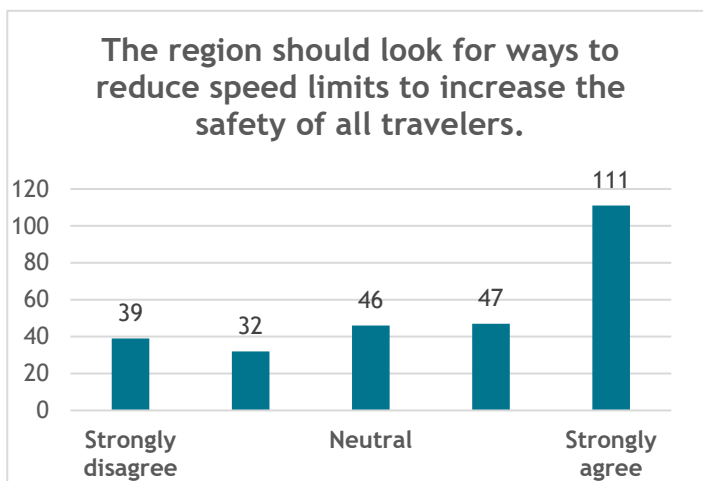
Do you agree or disagree with these statements? (5-point scale from strongly disagree to strongly agree.)

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.

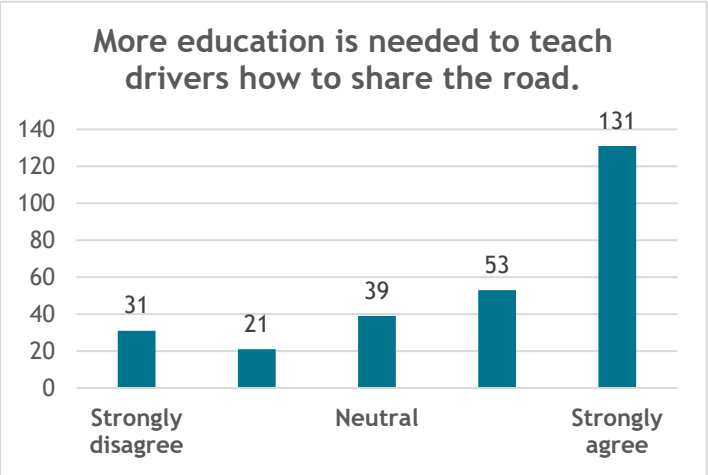
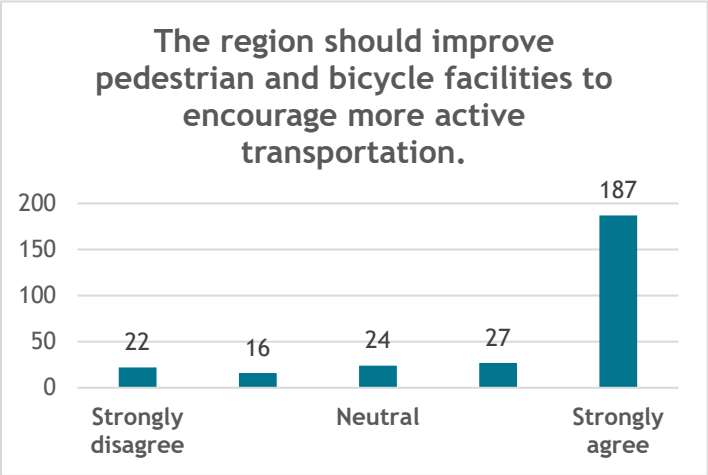


The region should improve pedestrian and bicycle facilities such as sidewalks, signalized pedestrian crossings and protected bike lanes to encourage more active transportation trips (bike, walk, bus, etc.)

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.

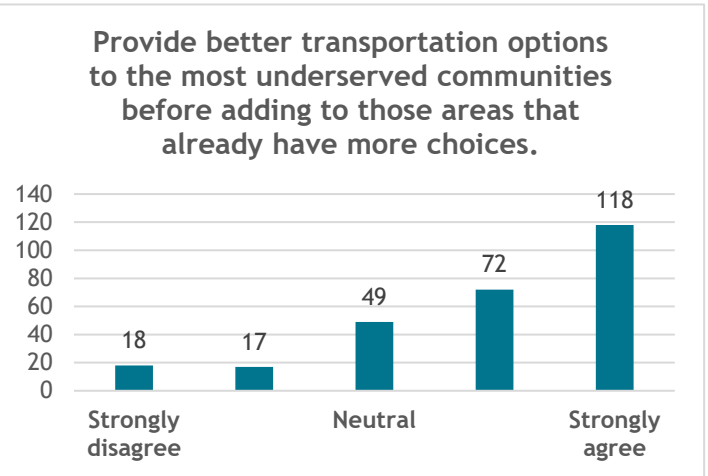
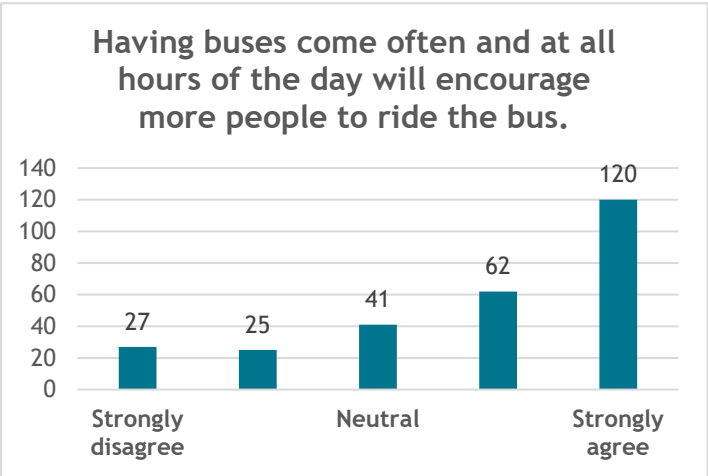


Having buses come often and at all hours of the day will encourage more people to ride the bus.

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.

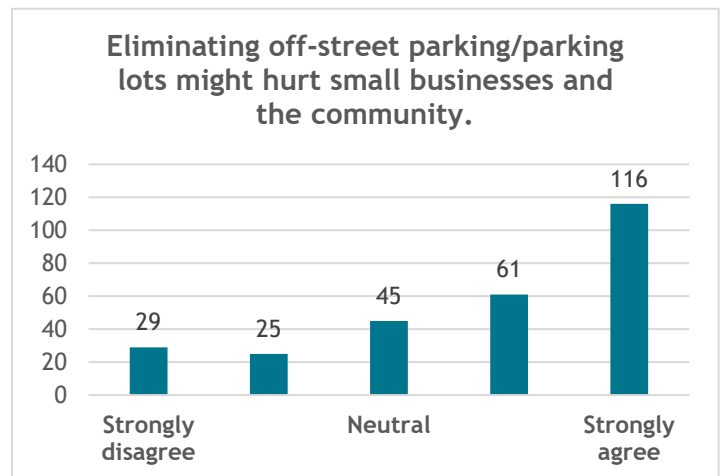
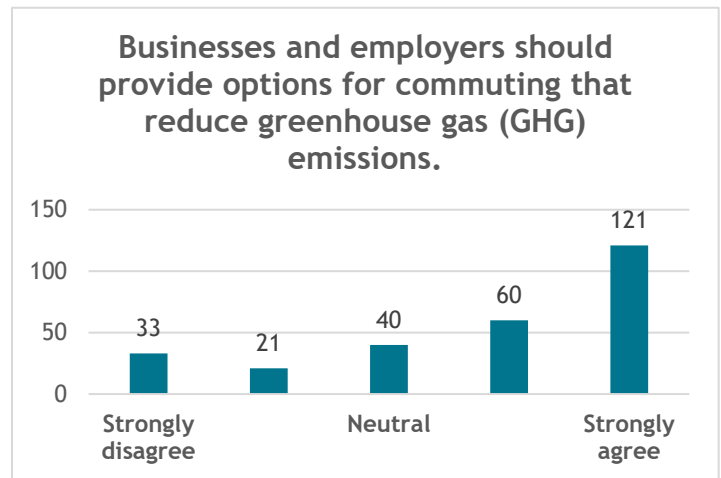
Of the 275 responses, 44% strongly agreed and 22% agreed that employers should provide options to reduce GHG emissions. Another 15% felt neutral, 8% disagreed, and 12% strongly disagreed.

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.

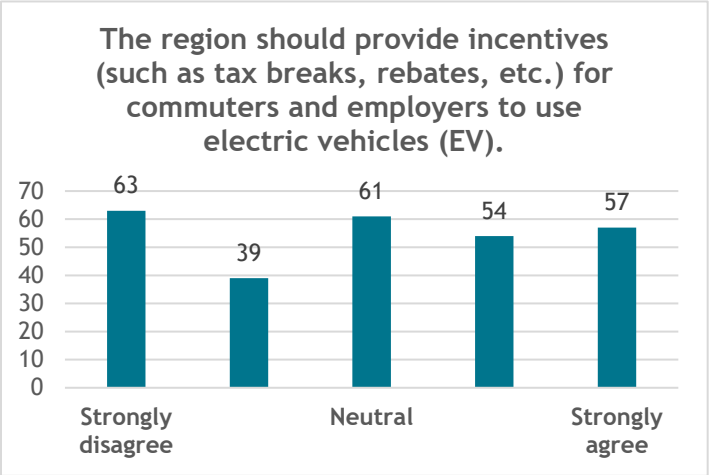
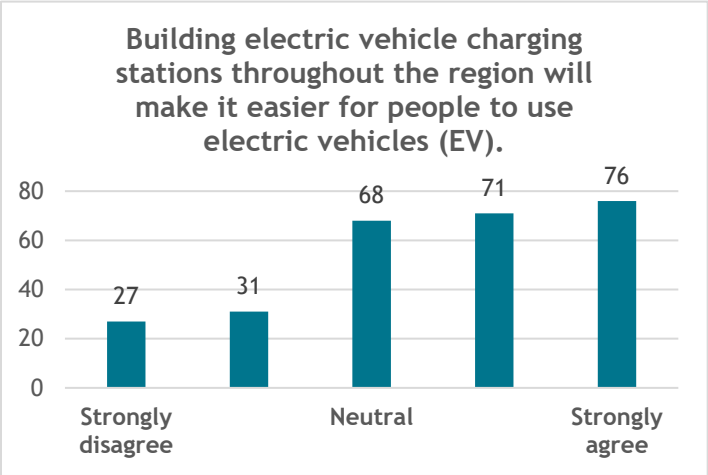


Building electric vehicle charging stations throughout the region will make it easier for people to use electric vehicles (EV).

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.



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

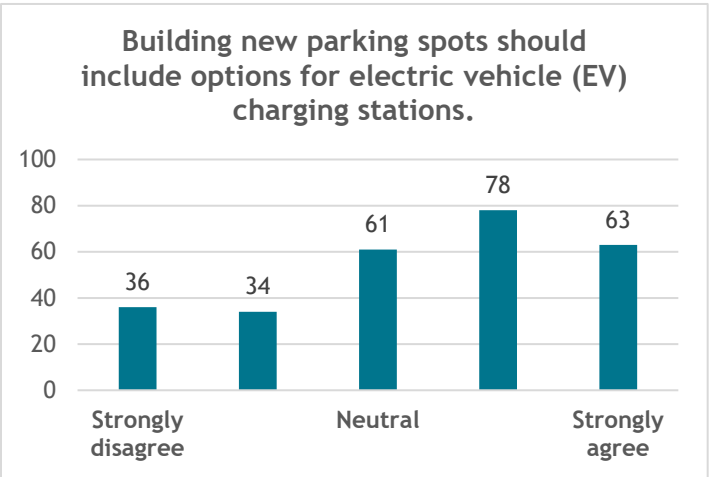
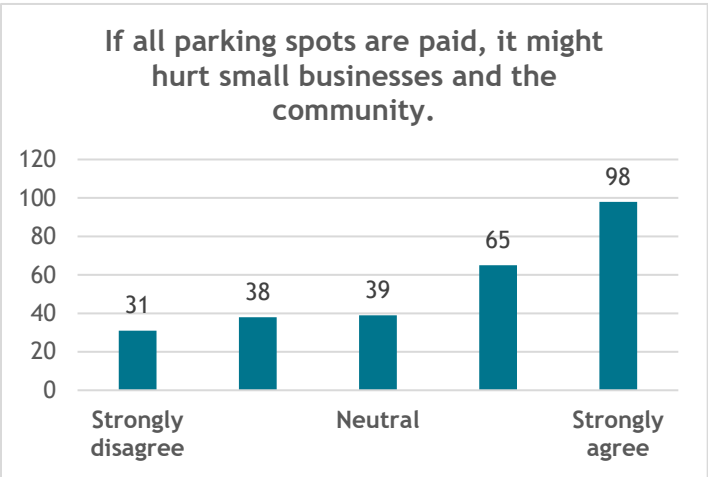
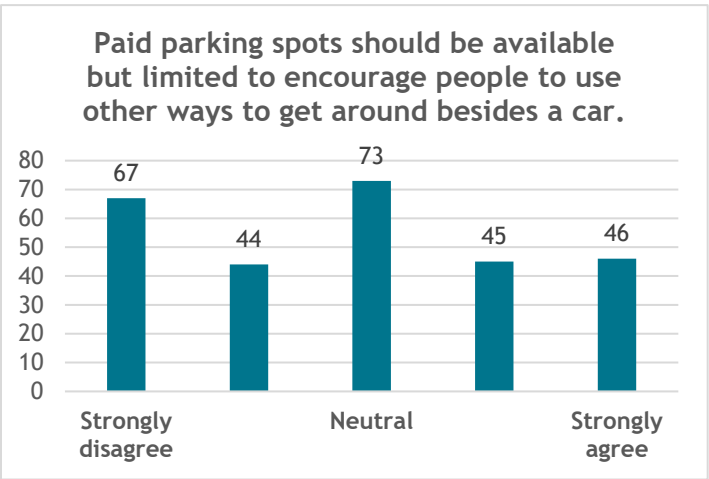
This question had mixed answers, with 27% of the 275 respondents feeling neutral and 24% strongly disagreeing with paid parking to encourage other ways of getting around. The rest of the respondents strongly agreed (17%) and agreed or disagreed (16% each) with this idea.

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

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.



SALEM-KEIZER REGIONAL SCENARIO PLANNING

SPRING 2025 OUTREACH SUMMARY

TABLE OF CONTENTS

Project Overview 3

Community Outreach..... 4

 Materials Developed 4

 Email Outreach 4

 Community Presentations & Events 4

 Information Booths 5

 Online Survey and Open house 5

 Other..... 5

Reducing Barriers to Participation 6

 Meeting People Where They Were..... 6

 Translated Materials 6

 In-Language Outreach..... 6

 ADA Accessibility..... 6

Community Feedback..... 7

 In-Person Feedback..... 7

 Online Feedback..... 7

 Most Popular 8

 Least Popular 8

 Additional Comment Themes 9

Other Feeedback 10

APPENDICES

Appendix A – Outreach Lists..... 11

Appendix B – Survey Responses 13

Appendix C – Demographic Responses..... 24

Appendix D – Open-Ended Comments 26

Appendix E – Comments from 350 Salem..... 42

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. In 2024, the community was asked to share their ideas for meeting the project's local climate goals, while also planning the future of the region.

The Advisory Committee took those comments and used them to inform their recommendation for the preferred scenario that will reduce greenhouse gas (GHG) emissions in the region from light duty vehicles by 31% by 2050, with an emphasis on local actions that support:

- active transportation,
- public transit, and
- education/outreach programs.



Community members riding their bikes.

Spring outreach (May 28 to June 29, 2025) consisted of in-person information booths; email outreach; a project website; an online public survey; advertising through each of the partner jurisdictions communication channels, including social media and city websites; in-person tabling at local events; and in-person and virtual presentations to interested parties and community-based organizations.

Most of the community feedback received by staff at in-person events revolved around safety concerns (for pedestrians and cyclists), as well as obstacles community members currently face with alternative modes of transportation. For example, various people shared that there are no bus stops near where they live, which makes it difficult for them to use the bus.

Overall, this community feedback called for:

- improvements to existing sidewalks, as well as new crosswalks,
- better parking enforcement, particularly when bike lanes are blocked by illegally parked cars, and
- more bus stops.

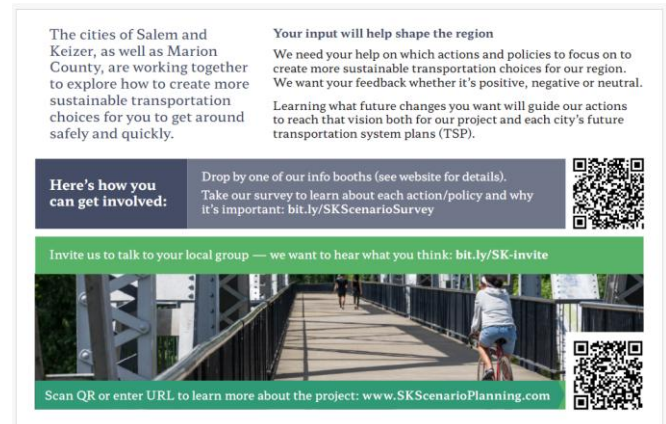
The above feedback was also prominent in survey responses; with participants favoring a better walking environment (more sidewalks or sidewalk repairs, frequent pedestrian crossings), improved bike lane protection, and more frequent bus service. Survey participants also cited safety as a barrier to using alternative modes of transportation.

COMMUNITY OUTREACH

MATERIALS DEVELOPED

The materials created to support jurisdictional outreach included:

- **Postcards:** bilingual, with the purpose of being mailed out (if desired) or handed out to inform community members about the project and survey.
- **Flyers:** similar to the postcard, used across various outreach activities, such as the info booths.
- **Press Release:** provided the public and local media outlets with an overview of the second round of outreach as well as some additional project information.
- **Social Media content:** utilized by the jurisdictions across various social media platforms, such as Facebook and LinkedIn, to promote the survey and project website
- **Printable versions of the survey:** printable English and Spanish versions of the survey for in-person outreach, such as information booths, community meetings, etc.



English side of the postcard used by project staff to inform community members about the project and survey.

EMAIL OUTREACH

In addition to nearly **4,000 subscribers on email listservs**, more than **40 individual organizations/groups** received direct emails informing them about the project and inviting them to provide feedback via the survey, as well as a request to share the survey with their networks, social media, etc. This resulted in at least two neighborhood associations posting the survey to their neighborhood social media accounts, as well as at least two libraries sharing the project survey with their patrons and staff.

See [Appendix A](#) for a full list of organizations/groups.

COMMUNITY PRESENTATIONS & EVENTS

The Project team also met with nine (9) local groups to share project information via flyer distribution and/or a presentation.

- May 20 – Central Area Neighborhood Development Organization (CANDO)
- June 4 – Salem Community Advisory Transportation Commission
- June 5 – East Lancaster Neighborhood Association
- June 12 – Highland Neighborhood Association
- June 17 – City of Salem Equity Roundtable



Screenshot of a Facebook post from the Central Area Neighborhood Development Organization (CANDO) promoting the survey to their constituents.

- June 17 – Salem Planning Commission (video recording available at <https://www.youtube.com/watch?v=BpwqcfSDNgU>)
- June 19 – Sunnyslope Neighborhood Association
- July 2 – North Lancaster Neighborhood Association
- July 10 – South Gateway Neighborhood Association

Additionally, the Project team tabled at the following community events:

- June 23 – Center 50+ Energy Resource Fair
- June 28 & 29 – World Beat Festival

INFORMATION BOOTHS

- June 6 – Salem Public Library and el Ranchero Market
- June 7 – Salem Farmers Market
- June 24 – Keizer Community Library and Mega Foods

The information booths were intended to share the project survey with the public as well as gain any additional feedback on how to achieve local climate goals while planning the region's future. Staff spoke to approximately **106 community members** over three days of outreach.

Two of the events also featured information about two other projects taking place in the region, both by Cherriots: Shared Micromobility Study and Comprehensive Operational Analysis.

ONLINE SURVEY AND OPEN HOUSE

The project team hosted an online survey and open house in English, which was open from May 28 to June 29, 2025. Non-English-speaking community members could call the project team to request project information and the online survey in their preferred language. In total, there were **284 responses**.

The open house provided updated information since the last round of engagement in 2024, as well as how community feedback influenced the preferred scenario. Information was shared about the different ways that Greenhouse Gas emissions could be reduced through policy changes at the local level and then participants were asked to share which would encourage them to travel through the region without a motor vehicle. Two additional questions asked about mixed-use land and building development, which can provide options for people to live and work close by. There was one open-ended question at the end for survey participants to write additional thoughts, along with some demographic questions to understand who completed the survey. The demographic questions were optional.

OTHER

Written comments were collected by the project team both at in-person events as well as through the mail. Additionally, comment forms were collected through the project website and members of the public provided comments through the project team by email.



Project staff talking with community members about the project at the Salem Farmer's Market.

REDUCING BARRIERS TO PARTICIPATION

MEETING PEOPLE WHERE THEY WERE

Hosting in-person open house can be beneficial to a project, however, there are often barriers that prevent community members from attending, such as work schedules and childcare needs. Instead, the project team met people where they were by attending established community events or spaces, such as Farmers Markets, local libraries, and local grocery stores. By tabling at an established community event or location, community members could engage with the project in a space they were already in, rather than having to make room in their busy lives for an in-person event.

Likewise, hosting the survey and project information online allowed community members to participate on their own time, at their own pace.

TRANSLATED MATERIALS

The project website and printed materials used for outreach were entirely bilingual (English and Spanish), as was the display board used for the information booths.

IN-LANGUAGE OUTREACH

In order to engage with Spanish-speaking community members, a bilingual project staff member was present at all the information booths. Additionally, the project website highlighted the team's

ability to provide interpretation when informing the public about Info Booth locations and dates.

Lastly, when conducting email outreach, project staff sent bilingual emails when relevant.

ADA ACCESSIBILITY

As a central resource for the Salem-Keizer Regional Scenario Planning project, the website was designed with a simple structure and minimal page count to support ease of use. A full accessibility scan was conducted to ensure WCAG 2.1 AA compliance. The site demonstrates several accessibility best practices, including strong text contrast, clear visual hierarchy, mobile responsiveness, properly ordered headings, and alt text on images to support screen reader users.



Screenshot of the Spanish version of the project website.

COMMUNITY FEEDBACK

Below is the feedback collected both in-person, as well as through the online survey.

IN-PERSON FEEDBACK

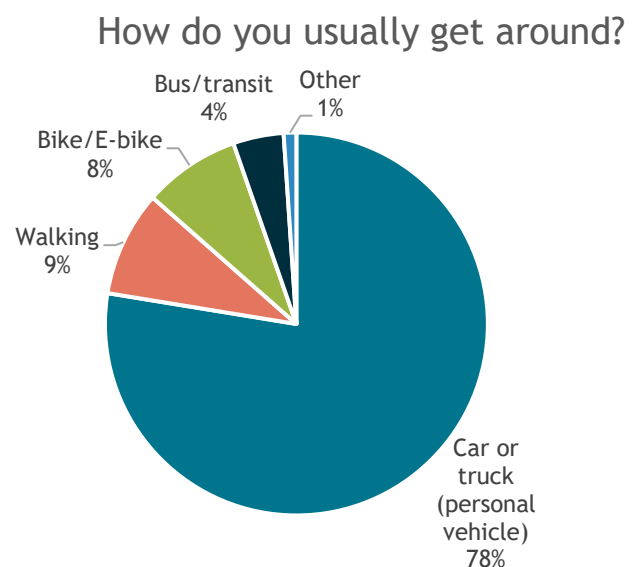
Below are the themes collected from **106 people** at Information Booths, as well as presentations and tabling activities.

- Various community members shared difficulties they experience with existing transportation alternatives:
 - Walking: not enough or no streetlights in their neighborhoods, a lack of safe sidewalks and/or crosswalks – particularly near schools, and damaged sidewalks
 - Biking: parking enforcement is not acted on with cars illegally parking on bike lanes and an inability to transport groceries and work materials on a bike
 - Micromobility program: has been previously attempted but the program failed, with some community members placing blame on the houseless population. One participant expressed disapproval over having to potentially drive to a bike/scooter hub.
 - However, some community members did express excitement over the possibility of a shared micromobility program for the region.
 - Bus: a lack of nearby bus stops, and frustrations with Cherriots rooted in some community members feeling unheard by the agency
- One community member expressed concern about the project’s funding and the potential impact it would have on their property taxes.
- One person shared that it’s difficult to take transit around Salem, and they find east to west travel particularly difficult.
- A community member shared the “double whammy” presented by local airline Avelo. They shared that its presence is controversial in Salem due to its climate impact, and because the airline is contracting with Immigration Customs Enforcement (ICE). They shared that “people want them [the airline] out of Salem.”

ONLINE FEEDBACK

Below are the themes collected through the online survey. Of the **284 responses**, most live and work in Salem, followed by those who live in Keizer and work elsewhere.

See [Appendix B](#) for full survey data and corresponding charts displayed by respondent’s home location and the total response number.



MOST POPULAR

Below are the most popular options from all survey respondents.

- **More sidewalks or sidewalk repairs, including ramps:** 59% of participants felt that more sidewalks or sidewalk repairs, including ramps, would encourage them to walk or roll more.
- **Investments that make bike lanes more protected from traffic:** 64% of participants felt that investments that make bike lanes more protected from traffic would encourage them to bike, skateboard, or scooter more.
- **A better walking environment, including wider sidewalks and frequent pedestrian crossings:** 66% of participants would like to see a better walking environment, including wider sidewalks and frequent pedestrian crossings in the region.
- **An increase in investments in walking and biking improvements in underserved neighborhoods:** 62% of participants believe an increase in investments in walking and biking improvements in underserved neighborhoods would encourage increased mixed-use development.
- **A lack of safe routes for them to bike, walk, or roll:** 48% of participants felt that a lack of safe routes for them to bike, walk, or roll makes it hard for them to replace driving with other modes of transportation.
- **More buses per hour:** 42% of participants felt that more buses per hour would help them ride the bus more.

LEAST POPULAR

Below are the least popular options from all survey respondents.

- **Walking programs for students:** only 29% of respondents felt that walking programs for students would encourage them to walk or roll (in a mobility device) more.
- **New bike and/or scooter share program for the region:** only 16% of respondents felt that a new bike/scooter share program would encourage them to bike, skateboard, or scooter more.
- **Buildings with doors and windows oriented to the street and sidewalks, instead of towards parking lots:** only 41% of respondents felt that buildings with doors and windows facing the street were an element of a mixed-use neighborhood that they would like to see more of in the region.
- **More incentives to encourage property owners to add accessory units:** only 33% of respondents felt that as a region, increasing incentives to encourage property owners to add accessory units would encourage more development in mixed-use areas.
- **No interest in other choices for getting around:** only 11% of respondents felt that they had no interest in using alternative transportation options.
- **Free or reduced-price fares for low-income people:** only 17% of respondents felt that free or reduced-price bus fares would help them ride the bus more. This was the most skipped question in the survey as well as the survey question with the highest percentage of “None of the above” responses.

ADDITIONAL COMMENT THEMES

153 respondents provided additional comments about how to meet the local climate goals. See [Appendix D](#) for the full list of open-ended comments received.

Overall themes included:

- **Current bus service is too limited to compete with driving**
 - Many respondents said they'd ride the bus more if it were faster, more frequent, and better connected
 - Short car trips can take two to four times longer by bus
- **Calls for safe, separated, and secure bike infrastructure**
 - Respondents voiced a need for bike infrastructure to be more physically protected, continuous, and appealing to everyday riders
 - Many felt that painted bike lanes are insufficient, with an emphasis on the need for separated paths, raised lanes, or calmed streets that create a low-stress biking experience
 - Bike theft and lack of secure parking emerged as noted barriers
- **People want slower streets to feel comfortable walking and biking**
 - Fast-moving traffic was cited as a major barrier to walking and biking
 - Some respondents called for design changes—like narrower lanes (road diets), roundabouts, and smaller intersections—to slow cars and improve safety
- **Sidewalks and crossings need repair, safety upgrades, and better connectivity**
 - A number of respondents described walking as unsafe or uncomfortable due to cracked or missing sidewalks, overgrown vegetation
 - Poor lighting, and frequent driver inattention at crosswalks and intersections
- **Shift away from car-dominated transportation planning**
 - Respondents shared frustration with a transportation system that prioritizes cars over walking, biking, and transit
 - Some called for a clear shift away from car-centric planning, with changes to street design, policy, and investment priorities
- **Public safety concerns are a barrier to travel behavior change**
 - Particularly related to homelessness, drug use, and crime, keep several respondents from walking, biking, or using transit
 - Several respondents emphasized that without addressing these issues, investments in alternative transportation won't be widely used
- **Some support denser housing—others worry about the impacts**
 - Many respondents voiced support for compact, walkable, mixed-use development as a way to reduce car dependence and improve livability
 - Some participants called for denser land use, especially near transit and services
 - Several respondents opposed infill and mixed-use projects in single-family areas, raising concerns about safety, congestion, and changes to neighborhood character

“A swipe of paint on the road does not make people feel safe or confident on two wheels.”

“We have gone far too long prioritizing motor vehicle traffic mobility to the detriment of safety for bicyclists and pedestrians.”

- **Skepticism about cost and feasibility of proposed changes**
 - Several commenters expressed skepticism about efforts to reduce driving or promote dense, multimodal development
 - Respondents viewed Salem in particular as inherently car-oriented and argued that investments in transit, biking, and climate policy are costly, impractical, or too ideological
 - Some felt the focus should remain on road maintenance rather than changing how people travel
- **Transportation options must work for families, older adults, and people with disabilities**
 - Accessibility and safety were commonly cited barriers
- **Support for a third bridge to reduce congestion and improve regional access**
 - Various comments voiced support for a third bridge across the Willamette River to relieve congestion and improve multimodal connectivity
 - Others emphasized the need for better pedestrian and bike crossings, and access points to existing bridge paths

OTHER FEEDBACK

Salem 350 is a local chapter of a larger climate justice organization that provided written comments to the project team in late June 2025. While the group voiced support for changes to Salem’s land use and transportation plans, they were concerned the report language would impact the ability to meet regional climate goals. The group recommended that the project team revise the draft report to address the concerns below.

- They stated that the report:
 - Does not sufficiently consider land use as a way to reduce Vehicle Miles of Travel (VMT).
 - Says that the reference scenario would result in a 10% VMT reduction by 2050; however, the adopted regional transportation plans estimate that VMT per capita would remain the same or increase slightly by 2050.
 - Does not sufficiently explain the scale of investments and actions needed to achieve the scenario’s goal of tripling short trips made by biking, walking, etc. (also referred to as active transportation).
 - May double-count the effects of proposed actions like paid parking and Transportation Demand Management (TDM) programs.
 - Does not mention the specific “state actions” that will be taken by the jurisdictions (e.g., pay-as-you-drive insurance, road use taxes, etc.) and how they will be carried out to reduce VMT.

A second memo was sent in late July 2025 echoed requests for more specificity, as well as suggesting that the project team should grant the public more time to review the draft scenario to provide feedback. In response to these memos:

- Oregon Department of Transportation (ODOT) responded to Salem 350’s July memo
- The project team shared the memos with the Advisory Committee before the final decision was made during a live-streamed meeting
- The project team shared the memos with the Salem’s city leadership
- Salem staff invited the group to share their feedback at a City Council hearing

See [Appendix E](#) for the memos Salem 350 sent to the project team, as well as the response the group received from ODOT.

APPENDIX A – OUTREACH LISTS

EMAIL LIST

The following organizations/groups received emails informing them about the project and inviting them to provide feedback via the survey, as well as a request to share the survey with their networks, social media, etc.

- 350 Salem OR
- Alianza Poder (formerly CAPACES Network)
- Central Area Neighborhood Development Organization (CANDO)
- East Lancaster Neighborhood Association (ELNA)
- East Salem Service District (ESSD) Public Safety Services
- East Salem Suburban Neighborhood Association (ESSNA)
- Faye Wright Neighborhood Association
- Grant Neighborhood Association
- Greater Gubser Neighborhood Association ("GGNA")
- Greater Northeast Keizer Neighborhood Association ("GNEKNA")
- Highland Neighborhood Association
- Hope Station
- Jefferson Public Library
- Mano a Mano Family Center
- Marion Polk Food Share's Meals on Wheels
- Morningside Neighborhood Association
- Mount Angel Public Library
- North East Salem Community Association (NESCA)
- North Lancaster Neighborhood Association (NOLA)
- Northeast Neighbors (NEN) Neighborhood Association
- Northgate Neighborhood Association
- Northwest Keizer Neighborhood Association ("NWKNA")
- Salem Connections – weekly citywide electronic newsletter
- Salem Environmental Education
- Salem Housing Authority
- Salem Land Use and Transportation Chairs
- Salem Neighborhood Association Chairs
- Salem Planning email list
- Salem's Equity Roundtable
- Salem-Keizer Center for Equality
- Shangri-La
- Silver Falls Library
- South Central Association of Neighbors (SCAN)
- South Gateway Neighborhood Association
- Southeast Keizer Neighborhood Association ("SEKNA")
- Southeast Mill Creek Association (SEMCA)
- Southeast Salem Neighborhood Association (SESNA)
- Southwest Association of Neighbors (SWAN)
- Stayton Public Library
- Sunnyslope Neighborhood Association
- Sustainable Living Center at Pringle Creek Community
- West Keizer Neighborhood Association ("WKNA")
- West Salem Neighborhood Association
- Woodburn Public Library

CITY OF SALEM EMAIL AND NEWSLETTER LISTS

The following emails were sent to the Planning email list, Salem Neighborhood Association Chairs, Land Use and Transportation Chairs, and Equity Roundtable members.

- May 30 – Salem Planning email list (3,723 subscribers) to announce virtual open house
- June 4 – Salem Neighborhood Association Chairs, Land Use and Transportation Chairs announcing virtual open house and survey, as well as requesting that they share with their membership
- June 5 – Equity Roundtable members inviting them and their organizations to participate in virtual open house and survey
- June 20 – Salem Planning email list (3,723 subscribers) to remind people and announce survey extended to June 29

Digital Newsletter - Salem Connections (*weekly distribution*):

- May 30 – Volume 16 Issue 21
- June 5 – Volume 16 Issue 22
- June 13 – Volume 16 Issue 23
- June 20 – Volume 16 Issue 24 (announcing survey extended to June 29)
- June 27 – Volume 16 Issue 25

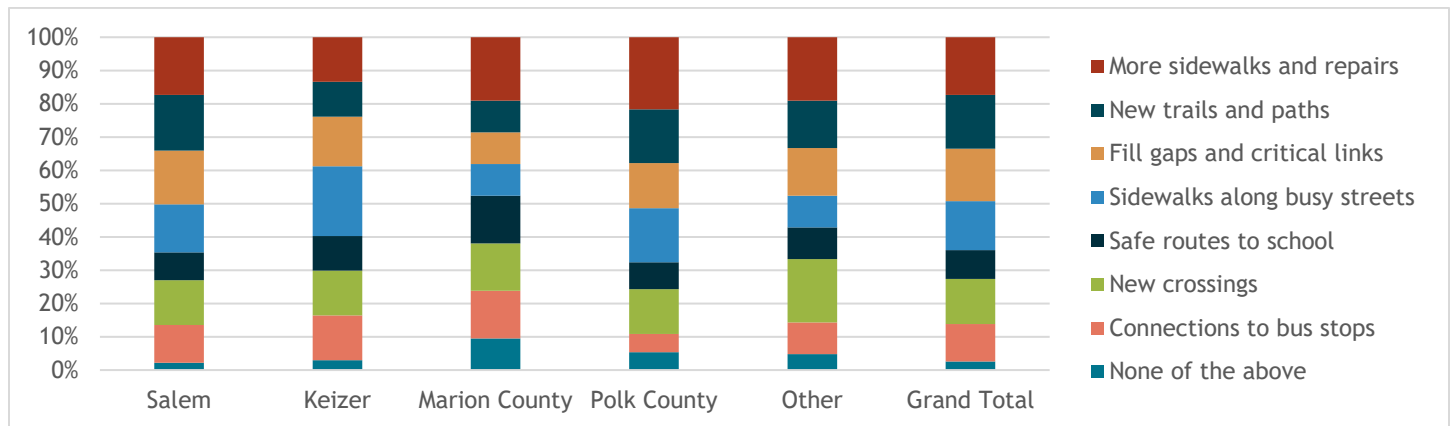
APPENDIX B - SURVEY RESPONSES

Below are the full survey questions, along with the survey responses, broken down by the residential location that was provided by respondents.

This survey was conducted by 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. Not all questions received the same number of responses.

WHAT CHANGES WOULD ENCOURAGE YOU TO WALK OR ROLL (IN A MOBILITY DEVICE) MORE?

Locations for these improvements would be determined as part of the upcoming Transportation System Plan (TSP) updates. Select all that apply.



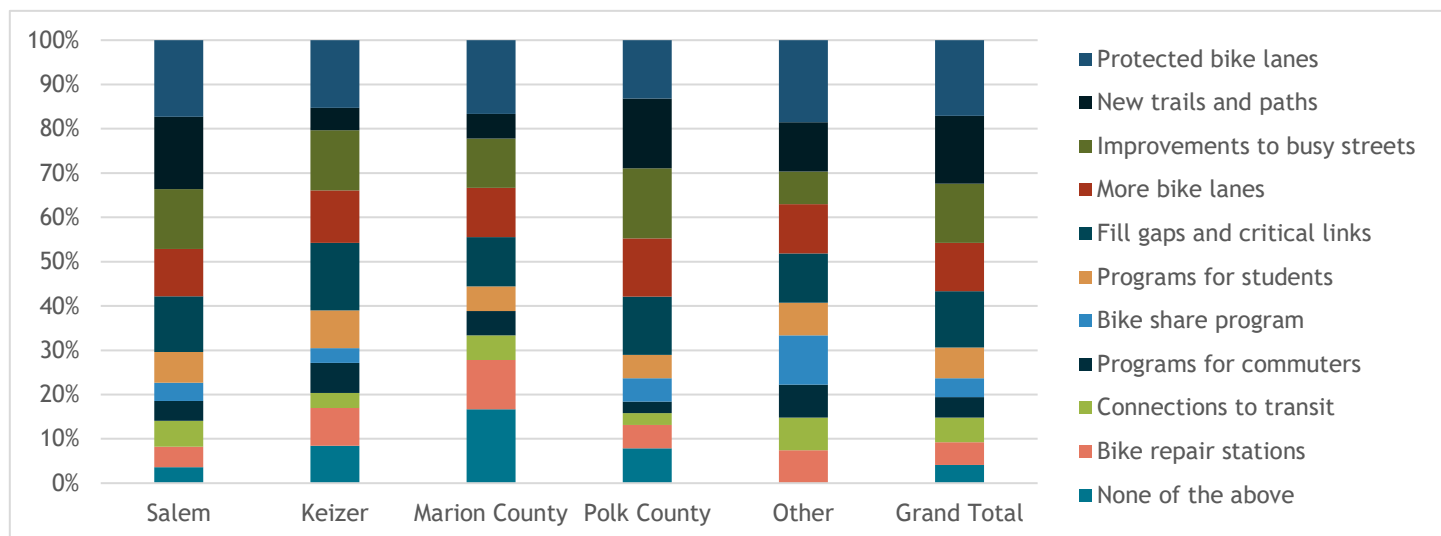
This survey question received **281** overall responses. The top selections, in order of most to least preferred were:

- **More sidewalks or sidewalk repairs, including ramps to make sidewalks accessible for all: 59% (167 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 60% (141 responses)
 - Keizer - 42% (9 responses)
 - Marion County - 57% (4 responses)
 - Polk County - 67% (8 responses)
 - Other - 67% (4 responses)
- **New off-street trails and paths: 55% (155 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 58% (136 responses)
 - Keizer - 33% (7 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 50% (6 responses)
 - Other - 50% (3 responses)
- **Improvements at critical links to fill gaps in existing pedestrian networks: 54% (152 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 56% (132 responses)
 - Keizer - 48% (10 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 42% (5 responses)

- Other - 50% (3 responses)
- **Sidewalk improvements along busy streets and street crossings: 51% (142 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 50% (117 responses)
 - Keizer - 67% (14 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 50% (6 responses)
 - Other - 33% (2 responses)
- **New crossings to shorten the distance between safe places to cross busy streets: 47% (131 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 47% (110 responses)
 - Keizer - 43% (9 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 42% (5 responses)
 - Other - 67% (4 responses)
- **Sidewalk and crossing improvements that connect to bus stops (making it safer and easier for everyone to access transit): 38% (108 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 39% (92 responses)
 - Keizer - 43% (9 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 17% (2 responses)
 - Other - 33% (2 responses)
- **Walking programs for students (Safe Routes to School, walk train, etc.): 30% (83 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 29% (68 responses)
 - Keizer - 33% (7 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 25% (3 responses)
 - Other - 33% (2 responses)
- **None of the above: 9% (25 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 8% (18 responses)
 - Keizer - 10% (2 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 17% (2 responses)
 - Other - 17% (1 response)

WHAT CHANGES WOULD ENCOURAGE YOU TO BIKE, SKATEBOARD, OR SCOOTER?

Locations for these improvements would be determined as part of the upcoming TSP updates. Select all that apply.



This survey question received **277** overall responses. The top selections, in order of most to least preferred were:

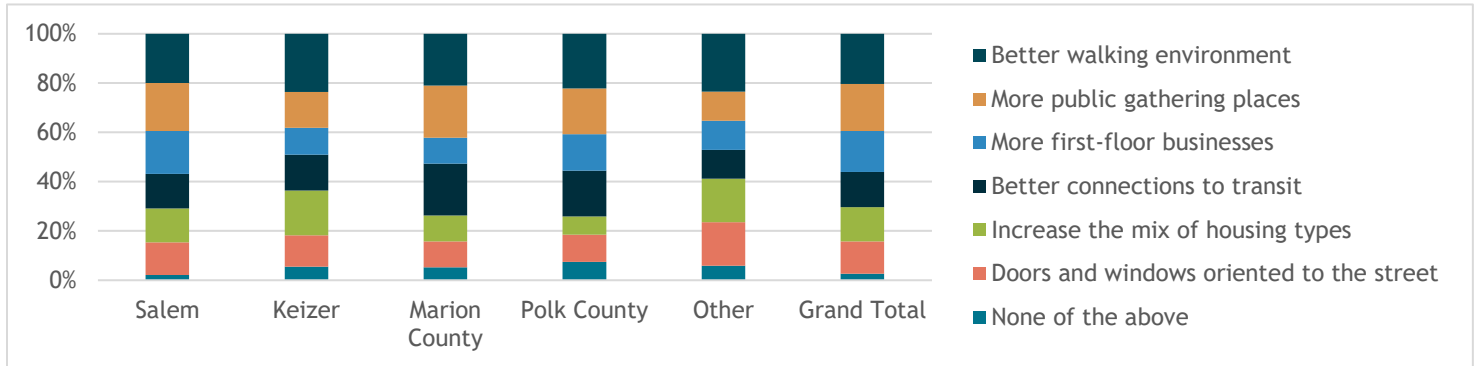
- **Investments that make bike lanes more protected from traffic, to reduce exposure and make biking more comfortable: 64% (177 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 67% (155 responses)
 - Keizer - 43% (9 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 45% (5 responses)
 - Other - 83% (5 responses)
- **New off-street trails and paths for people biking or rolling: 57% (159 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 63% (146 responses)
 - Keizer - 14% (3 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 55% (6 responses)
 - Other - 50% (3 responses)
- **Improvements to busy streets and street crossings make it safer to bike and roll: 50% (139 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 52% (121 responses)
 - Keizer - 38% (8 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 55% (6 responses)
 - Other - 33% (2 responses)
- **Adding critical links to fill gaps in the existing bike network: 48% (132 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 49% (113 responses)
 - Keizer - 43% (9 responses)
 - Marion County - 29% (2 responses)

- Polk County - 45% (5 responses)
 - Other - 50% (3 responses)
- **More bike lanes: 41% (113 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 42% (96 responses)
 - Keizer - 33% (7 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 45% (5 responses)
 - Other - 50% (3 responses)
- **Bike programs for students (Safe Routes to School, bike education, bike bus, etc.): 26% (72 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 27% (62 responses)
 - Keizer - 24% (5 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 18% (2 responses)
 - Other - 33% (2 responses)
- **Improvements to make it easier to get to the bus stop by bike, skateboard and scooter: 21% (58 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 23% (52 responses)
 - Keizer - 10% (2 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 9% (1 responses)
 - Other - 33% (2 responses)
- **Bike repair stations, bike repair education, etc.: 19% (53 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 18% (42 responses)
 - Keizer - 24% (5 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 18% (2 responses)
 - Other - 33% (2 responses)
- **Bike programs for commuters (like bike to work challenges): 17% (48 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 17% (40 responses)
 - Keizer - 19% (4 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 9% (1 responses)
 - Other - 33% (2 responses)
- **New bike and/or scooter share program for the region: 15% (44 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 16% (37 responses)
 - Keizer - 10% (2 responses)
 - Marion County - 0% (0 responses)
 - Polk County - 18% (2 responses)
 - Other - 50% (3 responses)
- **None of the above: 16% (43 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 14% (32 responses)

- Keizer - 24% (5 responses)
- Marion County - 43% (3 responses)
- Polk County - 27% (3 responses)
- Other - 0% (0 responses)

WHAT ELEMENTS OF A MIXED-USE NEIGHBORHOOD WOULD YOU LIKE TO SEE MORE OF IN THE REGION?

Select all that apply.



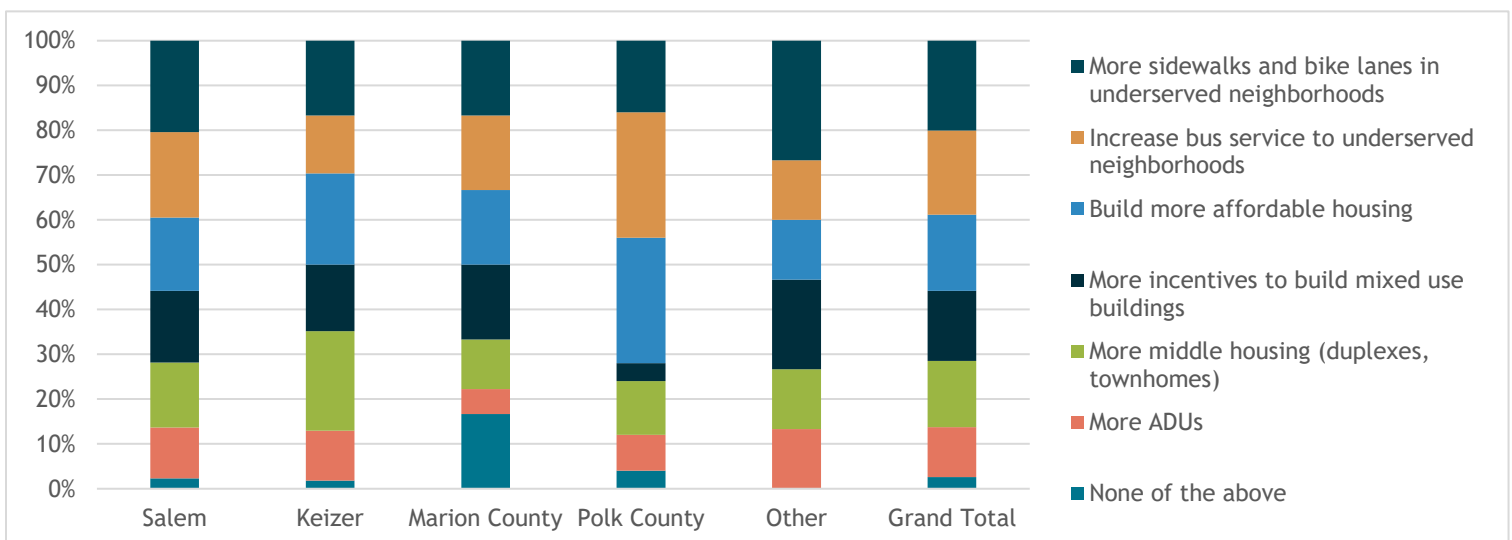
This survey question received **276** overall responses. The top selections, in order of most to least preferred, were:

- **Better walking environment, including wider sidewalks and frequent pedestrian crossings: 66% (183 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 68% (156 responses)
 - Keizer - 62% (13 responses)
 - Marion County - 57% (4 responses)
 - Polk County - 55% (6 responses)
 - Other - 67% (4 responses)
- **More public places to gather, with seating and shade: 62% (172 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 67% (153 responses)
 - Keizer - 38% (8 responses)
 - Marion County - 57% (4 responses)
 - Polk County - 45% (5 responses)
 - Other - 33% (2 responses)
- **More first-floor businesses in multistory buildings, including shops and services: 54% (150 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 59% (136 responses)
 - Keizer - 29% (6 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 36% (4 responses)
 - Other - 33% (2 responses)
- **Better transit service connections, including hubs for transfers and connections to bikeshare, rideshare, or other ways to get around: 47% (129 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*

- Salem - 48% (110 responses)
- Keizer - 38% (8 responses)
- Marion County - 57% (4 responses)
- Polk County - 45% (5 responses)
- Other - 33% (2 responses)
- **A greater mix of housing types, including single family homes, “middle housing” such as duplexes, triplexes, townhomes, and apartments, small and large: 45% (125 responses)**
 - *By jurisdiction, here’s how many respondents selected this option (% and number):*
 - Salem - 47% (108 responses)
 - Keizer - 48% (10 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 18% (2 responses)
 - Other - 50% (3 responses)
- **Buildings with doors and windows oriented to the street and sidewalks, instead of towards parking lots: 43% (118 responses)**
 - *By jurisdiction, here’s how many respondents selected this option (% and number):*
 - Salem - 45% (103 responses)
 - Keizer - 33% (7 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 27% (3 responses)
 - Other - 50% (3 responses)
- **None of the above: 9% (24 responses)**
 - *By jurisdiction, here’s how many respondents selected this option (% and number):*
 - Salem - 7% (17 responses)
 - Keizer - 14% (3 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 18% (2 responses)
 - Other - 17% (1 responses)

AS A REGION, HOW SHOULD WE ENCOURAGE MORE DEVELOPMENT IN MIXED-USE AREAS?

Select all that apply.



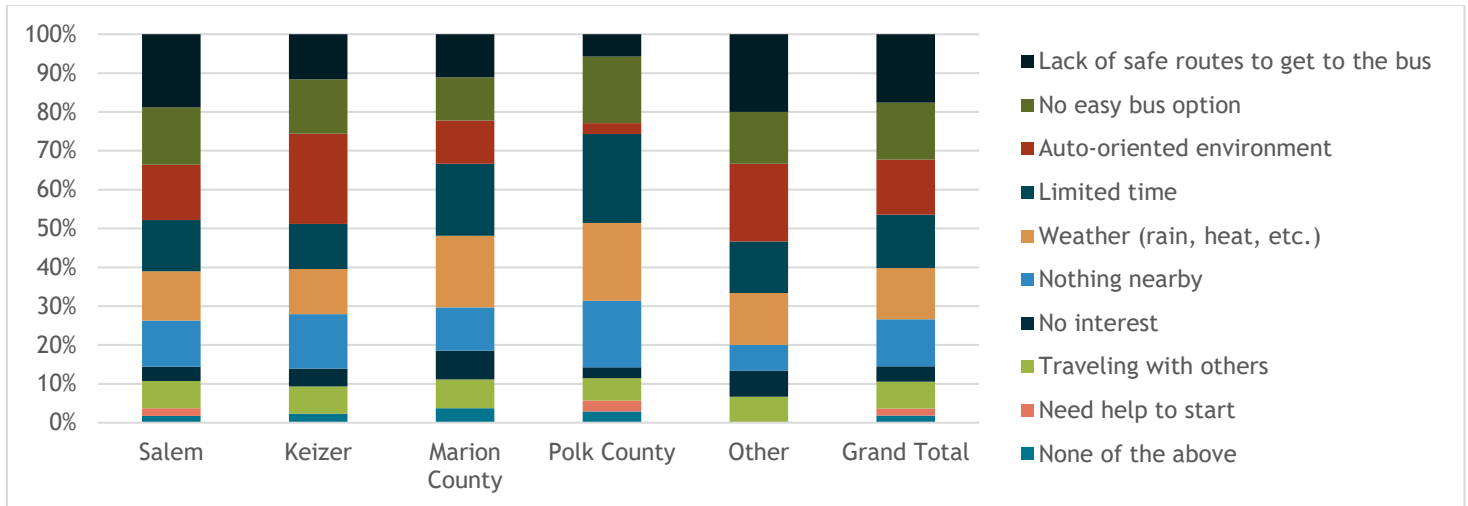
This survey question received **271** overall responses. This survey question was the second most skipped question in the survey. The top selections, in order of most to least preferred, were:

- **Increase investments in walking and biking improvements in underserved neighborhoods: 62% (168 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 65% (148 responses)
 - Keizer - 45% (9 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 33% (4 responses)
 - Other - 100% (4 responses)
- **Increase bus service to and within underserved neighborhoods: 58% (157 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 61% (138 responses)
 - Keizer - 35% (7 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 58% (7 responses)
 - Other - 50% (2 responses)
- **Encourage more affordable housing to be built: 52% (142 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 52% (119 responses)
 - Keizer - 55% (11 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 58% (7 responses)
 - Other - 50% (2 responses)
- **More incentives to encourage developers to build mixed use buildings and districts, plus infill and redevelopment: 48% (131 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 51% (116 responses)
 - Keizer - 40% (8 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 8% (1 responses)
 - Other - 75% (3 responses)
- **Encourage more “middle housing” like duplexes, triplexes and townhomes to be built: 46% (124 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 46% (105 responses)
 - Keizer - 60% (12 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 25% (3 responses)
 - Other - 50% (2 responses)
- **More incentives to encourage property owners to add accessory units (ADUs, also known as “in-law suites”): 34% (93 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 36% (82 responses)
 - Keizer - 30% (6 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 17% (2 responses)
 - Other - 50% (2 responses)
- **None of the above: 8% (22 responses)**

- *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 7% (17 responses)
 - Keizer - 5% (1 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 8% (1 responses)
 - Other - 0% (0 responses)

WHAT MAKES IT DIFFICULT FOR YOU TO REPLACE SOME DRIVING TRIPS WITH OTHER TRANSPORTATION OPTIONS?

Select all that apply.



This question received **274** overall responses. The top selections, in order of most to least preferred, were:

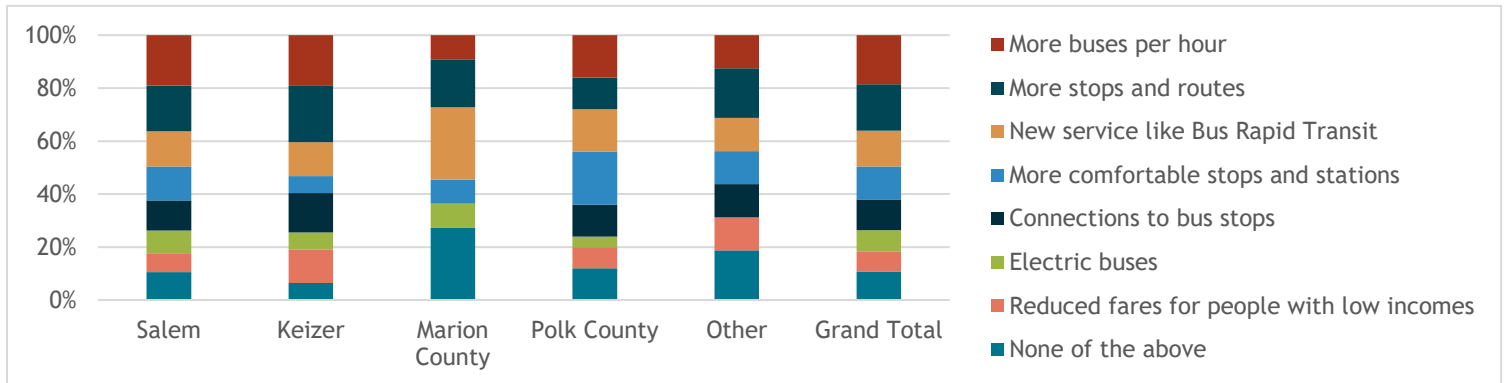
- **Lack of safe routes for me to bike, walk or roll, or get to the bus, especially at night: 49% (135 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 53% (122 responses)
 - Keizer - 26% (5 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 17% (2 responses)
 - Other - 50% (3 responses)
- **No easy bus option (infrequent service, no direct route, transfer is required): 41% (112 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 41% (95 responses)
 - Keizer - 32% (10 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 50% (1 responses)
 - Other - 33% (3 responses)
- **Businesses and housing near me are auto-oriented, difficult to navigate: 40% (109 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 40% (92 responses)
 - Keizer - 53% (10 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 17% (1 responses)

- Other - 50% (3 responses)
- **I have limited time/it takes too long to bus, bike, or walk/roll: 38% (105 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 37% (85 responses)
 - Keizer - 26% (5 responses)
 - Marion County - 71% (5 responses)
 - Polk County - 67% (8 responses)
 - Other - 33% (2 responses)
- **Weather (rain, heat, etc.): 37% (101 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 36% (82 responses)
 - Keizer - 26% (5 responses)
 - Marion County - 71% (5 responses)
 - Polk County - 58% (7 responses)
 - Other - 33% (2 responses)
- **Nothing nearby in my neighborhood to walk or bike to: 34% (93 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 34% (77 responses)
 - Keizer - 32% (6 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 50% (6 responses)
 - Other - 17% (1 responses)
- **Traveling with children/others that make it hard to bus, bike, or walk/roll: 19% (53 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 20% (45 responses)
 - Keizer - 16% (3 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 17% (2 responses)
 - Other - 17% (1 responses)
- **No interest in other choices for getting around: 11% (30 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 10% (24 responses)
 - Keizer - 11% (2 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 8% (1 responses)
 - Other - 17% (1 responses)
- **Need help getting started biking, walking, rolling or taking the bus: 5% (14 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 6% (13 responses)
 - Keizer - 0% (0 responses)
 - Marion County - 0% (0 responses)
 - Polk County - 8% (1 responses)
 - Other - 0% (0 responses)
- **None of the above: 5% (14 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 5% (11 responses)
 - Keizer - 5% (1 responses)
 - Marion County - 14% (1 responses)

- Polk County - 8% (1 responses)
- Other - 0% (0 responses)

WHAT CHANGES WOULD HELP YOU RIDE THE BUS MORE?

Select all that apply.



This survey question received **270** overall responses. *This was the most skipped question and the question with the most “None of the above” responses.* The top responses, in order of most to least preferred, were:

- **More buses per hour (more frequent service): 44% (119 responses)**
 - *By jurisdiction, here’s how many respondents selected this option (% and number):*
 - Salem - 46% (103 responses)
 - Keizer - 45% (9 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 36% (4 responses)
 - Other - 33% (2 responses)
- **More bus stops and bus routes across the region (in areas without coverage today): 41% (112 responses)**
 - *By jurisdiction, here’s how many respondents selected this option (% and number):*
 - Salem - 42% (94 responses)
 - Keizer - 50% (10 responses)
 - Marion County - 29% (2 responses)
 - Polk County - 27% (3 responses)
 - Other - 50% (3 responses)
- **Bus Rapid Transit (BRT) or other new types of bus service: 32% (87 responses)**
 - *By jurisdiction, here’s how many respondents selected this option (% and number):*
 - Salem - 32% (72 responses)
 - Keizer - 30% (6 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 36% (4 responses)
 - Other - 33% (2 responses)
- **Making stops and stations more comfortable (seats, covered areas, bike parking, bus arrival signs, etc.): 30% (80 responses)**
 - *By jurisdiction, here’s how many respondents selected this option (% and number):*
 - Salem - 31% (69 responses)
 - Keizer - 15% (3 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 45% (5 responses)
 - Other - 33% (2 responses)

- **Making it easier to get to the bus stop (crossings near stops, bike share, sidewalks, trails, etc.): 27% (74 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 28% (62 responses)
 - Keizer - 35% (7 responses)
 - Marion County - 0% (0 responses)
 - Polk County - 27% (3 responses)
 - Other - 33% (2 responses)
- **Electric buses: 19% (51 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 20% (46 responses)
 - Keizer - 15% (3 responses)
 - Marion County - 14% (1 responses)
 - Polk County - 9% (1 responses)
 - Other - 0% (0 responses)
- **Free or reduced-price fares for low-income people (Cherriots already reduced-price fares for students and elderly): 18% (49 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 17% (39 responses)
 - Keizer - 30% (6 responses)
 - Marion County - 0% (0 responses)
 - Polk County - 18% (2 responses)
 - Other - 33% (2 responses)
- **None of the Above: 26% (69 responses)**
 - *By jurisdiction, here's how many respondents selected this option (% and number):*
 - Salem - 25% (57 responses)
 - Keizer - 15% (3 responses)
 - Marion County - 43% (3 responses)
 - Polk County - 27% (3 responses)
 - Other - 50% (3 responses)

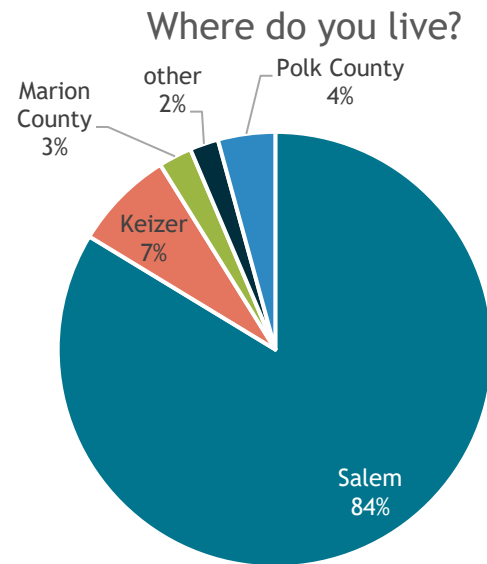
APPENDIX C – DEMOGRAPHIC RESPONSES

WHERE DO YOU LIVE?

There were **282** responses to this question. Most respondents live in Salem (236 responses), while 21 reside in Keizer. Twelve (12) respondents live in Polk County and seven (7) in Marion County. There were six (6) “other” responses, and none from Turner.

WHAT IS YOUR ZIP CODE?

- 97301 – 86 responses
- 97302 – 69 responses
- 97304 – 45 responses
- 97306 – 34 responses
- 97303 – 20 responses
- 97305 – 19 responses
- 97317 – 3 responses
- 97338 – 2 responses
- There was also one each of 97381, 97309, 97231, 97214, 97141, and 92660



WHERE DO YOU WORK?

Of the **258** responses to this question, 177 stated that they work in Salem. This was followed by “other” (49), with most respondents being retired. Sixteen respondents shared that they work in Marion County, with an additional eight (8) stating that they work in Keizer and seven (7) in Polk County. One (1) respondent shared that they work in Turner.

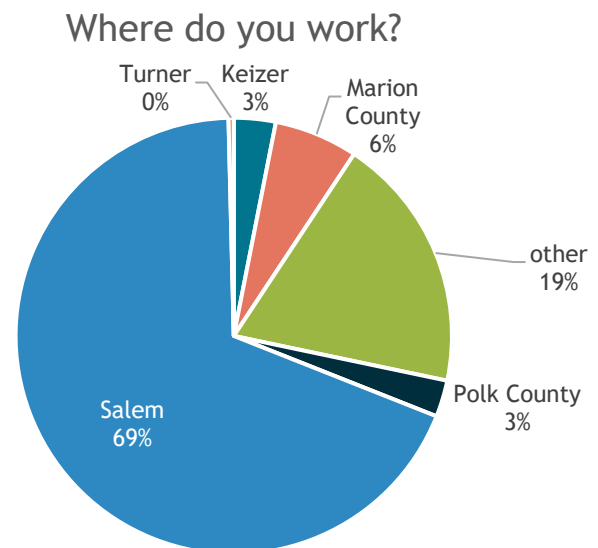
HOW DO YOU USUALLY GET AROUND?

There were **281** responses to this question. Most respondents (218) stated that they get around the region via a personal vehicle, such as a car or truck. Another 25 respondents shared that they walk, closely followed by those who bike/e-bike (23).

Twelve participants stated that they use the bus/transit, followed by three (3) “other.” No respondents selected that they get around using a wheelchair/mobility device.

WHAT IS YOUR AGE?

Of the **275** responses received, 89 respondents shared that they are between 24 and 44 years old, closely followed by 87 respondents stating they are between 45 and 64 years old. Fifty-two respondents stated they are between 65 and 74 years old, and an additional thirty-seven respondents were over the age of 75. Eight respondents stated they were between the ages of 18 and 24, with two (2) respondents sharing they are under the age of 18.



WHAT IS YOUR RACE/ETHNICITY?

This question received **249** responses, of which 231 respondents stated that they identify as white, followed by thirteen (13) respondents that identified as Hispanic/Latine. Ten (10) respondents stated that they identified as Asian American, and the following had four (4) responses each: African American/Black and Native Hawaiian/Other Pacific Islander. Two (2) respondents stated that they identified as Alaskan Native/Native American.

APPENDIX D – OPEN-ENDED COMMENTS

DO YOU HAVE OTHER COMMENTS ON THE PREVIOUS QUESTIONS OR ABOUT HOW WE CAN MEET OUR LOCAL CLIMATE GOALS?

- Land use can/should play a larger role in helping us meet our goals. I don't think this plan is ambitious enough. We should strategize ways and places we can "heal the grid" - using eminent domain or other means to acquire land to help create - at the very least - a comprehensive bike and walking network in neighborhoods/areas that are difficult to serve with public transportation due to connectivity, and require long walks for pedestrians to reach services.
- To make a critical difference, bike infrastructure must be for the 'interested but concerned', not the 'brave and strong'. A swipe of paint on the road does not make people feel safe/confident on two wheels. Additionally, designing space for lower speeds is more sustainable and effective than trying to enforce lower speeds on big swaths of road and pavement. Let's design neighborhoods for those who live in them, not those who pass through them.
- I am car free and bike 90% and bus 10%. There's basically nothing you could do to get me to bike/bus more! I'm happy with the ratio. I think what we have is good but maybe if it were great more people would either bike/bus or walk. My partner recently walked over a water main cover and it collapsed under him and he fell into the hole. The city indicated it was because vehicles were parking on it. Perhaps better enforcement of no parking on the sidewalks would preserve them from damage and personal injuries.
- The minor increase in arterial/freeway lane miles will suck up a majority of the budget, and has before. This money can instead be used to completely transform the walking/biking/rolling experience in the city.
- Finish sidewalk projects and keep the system in a state of good repair. Add adequate street lights to ensure all neighborhoods are lit to walk safely after sundown. Keep bicycles and scooters off of sidewalks.
- In order to reduce GHG, increase quality of life, increase alternative transportation, increase property tax revenue, reduce government liabilities, and building a community that is for all ages and abilities, you have to continually reduce off-street parking down to 0, penalize businesses that are auto dependent and encouraging, initiate a property tax that is high in core areas and along transportation corridors but rises slower as development intensity increases, and protects and restores wetlands and waterways. Salem, Keizer and Marion County also need to facilitate the creation of a robust commuter rail and bus system while reducing lanes on the highways.
- Parking pricing should be initiated in all shopping districts so people and businesses are treated equally. The price of parking should match the price of a day pass on Cherriots (\$3.25 currently). Free parking is too costly and makes it too easy for people to drive.
- A near riverside bike path connecting Union St. with Keizer Rapids Park would be a wonderful civic asset.
- Prohibiting altered mufflers that increase volume city wide might reduce some racing down streets and rapid acceleration to create louder sound effects. Rapid acceleration burns more fuel. Prohibit vehicular idling in parking spaces and lots, school loading areas and parks.
- 1. These options leave out anyone with a disability or the elderly. 2. These options are very difficult for parents with young children. 3. Weather... this might work for some, in good weather but we have lots of rain and some winter days, this would dangerous.
- Prioritize multimodal transport on lower speed streets, signage and greenway designations. Connect dead end streets via multimodal paths. Slow car traffic everywhere....45mph should be rare in the city. Modal

filters to prevent high speed “short cuts” and keep neighbor streets safe. Any new bike lane needs to be protected, painted lines just allow debris to increase flats and discourage riders.

- So these answers doesn't fit your question, but...We need another bridge ASAP!!! And we need to build less rentals and build more homes to purchase!
- Replace signals on South Commercial Street and Lancaster Drive with roundabouts. This would slow traffic, improve traffic flow, reduce idling, and making biking, walking and rolling more safe for people. When I lived in Salem, I lived at 12th and Chemeketa Street. I regularly walked and used transit because these were convenient transportation modes in that neighborhood. My parents and sister live near Kuebler Boulevard in South Salem. When visiting them I regularly drive because of the poor transit service in that neighborhood. A bus serving Kuebler Boulevard and Cordon Road from Sprague High School to Chemeketa Community College would fill a large gap in the transit network.
- The City of Salem should not subsidize hook ups for housing built at the edges of the city. Ask the state for money since they don't pay property taxes.
- I would love to use the bus. But there needs to be more routes, making it possible to get to a store and back home, etc.
- what does my race have to do with climate goals. Living in valley with steep hills to stores and schools makes it impossible to walk or bike there. We don't even have a sidewalk to get safely to city park
- The population density doesn't justify the bus system. It would almost be better to pay uber/lyft to give people rides. It would cost less and take off all the budget needs for bussing. Also could pick people up at their door. I would love to see an analysis of this.
- I believe that virtually every zone should allow residential development. The share of multi-use housing in the proposed scenario is disappointingly small. It should to be doubled or tripled. The transportation system also must be redesigned through road diets and installation of traffic calming devices to slow traffic and moved away from the existing auto-centric system. We have gone far too long prioritizing motor vehicle traffic mobility to the detriment of safety for bicyclists and pedestrians.
- The city can't fund the operations and infrastructure it has now. Adding more costs in the name of climate improvement is huge long shot (especially since a significant share of the vehicle traffic on our roads comes from out of town) and is unlikely to be financially sustainable. At the very least, the city should tell the state it will move forward on this project when the state provides the money for it.
- Safe Biking Options, Please! Downtown feels like a death trap. I would love to bike more, but Salem drivers don't respect cyclists and aren't accustomed to giving them space or sharing the road. I've had too many close calls to feel safe riding in Salem unless I'm on a dedicated path. Maybe there needs to be more outreach to drivers and reminders to share the road, as well as cycling lanes.
- I already live in a "one car" household. I typically walk my commute to work and I live near the downtown which is relatively pedestrian oriented. I take the bus or bicycle for almost all solo trips which are less than 20 miles. I am also one of the few bicyclists who will ride on streets with a high level of traffic stress. Salem needs a bicycle pedestrian network for someone who is not me, they need a bicycle and pedestrian network for "my mom". The pedestrian, bicycle, and transit routes should be prioritized above driving. The act of driving across town should be worse than taking transit. Right now alternative and "greener" modes of transit feel like they exist for those of us privileged enough to be able to burn an hour on a crosstown trip or for those of us too poor to take any other option. These alternative modes must be prioritized ABOVE personal vehicles, not as an alternative.

- In a very narrow, personal "world view," a lot of my issues regarding Salem's transportation network is based on my daily experiences living in the quadrant between Market St. and 17th St. NE, between the Fairgrounds and Park Ave. This neighborhood is bordered by Market Street NE, which is generally a terrible road for every type of experience, including drivers. The sidewalks are narrow, not accessible to those who are disabled, there are no bike lanes, the bus stops are along a busy arterial without any buffer, and for residents in this part of Salem, it requires daily interactions with dangerous intersections and points of conflict where cars often exceed 5+ mph. There are several arterials like this that reflect the worst transportation networks in Salem (Liberty Rd. SE. Silverton Rd. NE for example). Changes to these roads, not only enhance multiple transportation options but will also help the city achieve climate goals.
- Salem needs to figure out how to reroute at least part of the traffic from a main state highway so that it doesn't all have to go through downtown. Less traffic going through the downtown will make other modes of transportation safer and create a more inviting atmosphere for shopping/dining/living downtown.
- The best bike lane is a raised one right next to the side walk. makes me feel safer either as a driver or a cyclist. Also to help fund more bus stops, consider opening food cart stalls for rent (the trailer version or the Japanese yatai version) at the stops. Getting a quick coffee/bite on my way to/from work and the store that also helps fund my bus stop would be amazing. Even a "cool/quant" vending machine setup, hopefully ones that offer cool foods or drinks like the ones that make you a pizza or pastry, the Japanese and Korean ones are cool too. Provides novelty and interest, which leads to more riders.
- Please remove homeless from parks, especially Wallace! This park is unsafe to use but would otherwise be the best amenity/asset to West Salem, where a large proportion of residents pay high taxes due to high property values. We are not comfortable parking our cars at Wallace to bike or walk to other areas of the city. We are tired of Wallace being the go-to park to direct homeless to stay. There are also huge environmental issues associated with their camps in our park woodland/Nature areas and right off the river.
- New neighborhoods are being built or filled in - transit needs to serve those areas or increase service giant community at state and cordon, on D street etc. senior oriented areas without service is a problem
- Revise laws regarding electric bicycle, scooter, moped, motorcycle, unicycle, skateboard to facilitate ease of use within city limits. Suggestion: Lift speed limits for travel, all vehicles occupying roadway should be able to travel at the same speed limit for safety. Remove law concerning electric scooters to bike lanes if speed limit of roadway is above 25mph. Connect bike lanes along streets where bike lanes suddenly stop, then reappear along same roadway.
- I would love to see more/safer bike and PEV routes! Also would love to see options around town for charging personal electric vehicles such as electric scooters, EUCs (electric unicycles), and one-wheels.
- We need to focus on safe, well maintained roads first and foremost. Bad roads cause damage to vehicles, decrease safety for bikes and pedestrians as one has to dodge ruts and potholes. Also, with well-maintained roads, vehicles will save fuel. Also, synchronize traffic lights to save energy.
- Two best things we can do make area more livable are to 1)reduce motor vehicle speeds across the region 2) physically separate motor vehicles from bikes and peds.
- They need a better way to cross Wallace at edgewater to more easily get to the bridge path on the old trestle.
- Need pilots of protected bike lanes *now*. Example, Commercial SE, east side, Ratfcliff to Vista, new sidewalk - put the bikelane at the sidewalk level, behind the curb. This is a super easy change to the city's current plans.

- The City of Salem needs the courage to do what needs to be done to reach our climate goals. People say they want to reduce GHG emissions, but then don't want to change our automobile-dependent development. The City needs to reallocate travel lanes from cars to transit, non-motorized modes, and trees (which create shade and slow traffic). The car travel lanes must be narrowed! It is uncomfortable, even deadly, to walk in much of the city. Don't just make wider sidewalks, actually slow the traffic down by narrowing lanes. Be prepared for complaints and stand by the decision. Also, stop building apartments and other developments that are designed around cars. Every new development I see is oriented to parking, completely surrounded by parking, and has no commercial destination within walking distance. Pick the most walkable places in the country and make sure our development codes replicate those places. If Salem doesn't make big changes in its code, nothing will change.
- Currently no bus service along Kuebler. If not using car, would need to get to Winco and places along Commercial.
- I drive 2-3 miles to go grocery shopping. It would be great to have a natural foods type grocery store in the downtown salem area. I would absolutely walk or ride my bike if this was available.
- No more incentives to developers-they already are making enough money and they do not put back into the community. Nothing mentions the affect of more housing on our current school system. developers should be charged so we can build and improve our school system. Charge the state-they've got plenty of property that Salem doesn't get revenue from. Secure bike lockers in multiple areas. have employers place inside buildings and allow bikes to be stored inside offices or other area inside. Need third bridge!
- More public transit that connects locations , such as Salem to Albany, etc. Currently the only real options are Amtrak or other charter type buses.
- Improve the existing bike network to encourage more biking.
- A focus on making it easier to see where the bus is and exactly when I could count on arriving somewhere would allow me to ride the bus to work daily. Also, being able to know what side of the road I need to be on to catch the right bus is a little confusing.
- Do not give builders/developers financial incentives to build housing or mixed-use buildings, if it diverts revenue from the General Fund of cities/county.
- Stop allowing generic development in mixed use zones - like the dentist on Commercial - this location is now lost for decades. Start pedestrianizing downtown. Close some streets. Make downtown denser so more residents can support more services.
- Walking and biking would be much easier if streets were narrower (fewer lanes) and car speeds within the city were much lower.
- Living in the mill race neighborhood we have the WORST sidewalks and parks and so many people living in their cars and squatting in homes that it's not even feasible to think about walkability and using public transit (which smells like urine and dirty human bodies). We need safety first. Historically Salem has fixed up the nicer areas and left us to rot. Our sidewalks have caused damage to our home personally and landed a neighbor in the hospital. Our parks are dirty and outdated and off-trail paths are not even a thing here. If they were they'd likely be taken over by the homeless who currently live down near the creek and cause disturbances daily. As for more multifamily housing, it just brings people in who are not invested in the neighborhood and drops our property values down. I'd like to see more affordable single family homes in the established neighborhoods where families can put down roots. Keep the multifamily housing for the main roads with the shops and transit stations.
- I don't feel safe downtown or walking or biking. We need more security.

- Stop thinking that you will create a car-less society. We live in a rainy climate most of the year. Mass transit won't work here until you can provide a time sensitive, safe environment. Why would I want to spend an hour and a half mass transit trip (not including the 1 mile walk to the nearest stop) when I can get to my destination in 20 minutes?
- Adding green paint to a traffic lane does not make it a safe option for bicycles. Turner Rd SE southward from the Garmin facility really needs separate bike lanes thru to Kuebler Blvd. It is a death trap for anyone considering bike commuting from Turner to Salem.
- Redesign roads to slow motor vehicle traffic. Stop the insanity of trying to address congestion by widening roads. Prioritize pedestrian and bicycle traffic over motor vehicle mobility. (This is the exact opposite of the approach that has yielded the current unwalkable, unbikeable system that is producing the carnage on the roads that we are seeing. Read and learn from "Killed by a Traffic Engineer" by Wes Marshall.)
- We live in a rainy overtaxed state with out of control bureaucracy and government waste. Bike paths and pedestrian bridges are virtually vacant. Let's try reducing the size of government, cutting red tape and lowering taxes.
- I live in downtown (Grant Neighborhood) which has good walk, bike, transit access to most services, such as food and medical. Its also a neighborhood with big leafy trees and reasonable sidewalks and crossings, making walking a pleasure, something that is lacking in other neighborhoods. More attention to total environment is necessary.
- Bike route should not be on Arterials. I won't ride Commercial Street perhaps NS route would be better along Fairmount/Saginaw through the grave yard and along the ridge in Candalaria. or Church Street take advantage of the parks. build the greenway trail from the RR Bridge to Keizer, use Water or Shoreline when you cant follow the river. the city thinks arterials are appropriate for all modes. there is no way to put enough green paint on the A/C to enhance the experience/safety. You need to physically separate bikes from cars. pedestrian interface better with bikes than bikes with cars. Maybe 10' curblin side walks with a consistent interval between tree wells. The suggestion that more commercial windows in mix use building is absurd. The City Mothers have destroyed Downtown, they ran retailer out by not dealing with the homeless. Planning is adversarial to business. Pull your head out of your 1950's ass, Development is the future, provide flexibility not intensives.
- Stop trying to run people's lives and create things from other people's money. Let people keep and spend their own money how they see fit. If a group of people wants bus services, let them fund it or find private funding instead of stealing money from others to pay for what they want. Taxation is theft. Just because it is legal does not make it right.
- Transportation in Salem/Keizer is overwhelmingly auto centric. Busy roads divide residential neighborhoods (think Market St east of Summer, 17th St.) Four lane roads do not belong adjacent to housing.
- Better route options on public transit would help get people out of their cars. Increased and safer bike lanes in NE Salem for sure, but through most of Salem. Educational opportunities to inform drivers how to share the road with bikes.
- Not all people with mobility problems use wheelchairs or scooters. Many of us are challenged by even short distances. The hub system doesn't help a person who gets to the bus hub downtown but still has to walk blocks to businesses. We need a trolley/tram system downtown that will be very inexpensive and get us from parking and bus options to the actual businesses. Also, I can't do shopping trips via bus because I can't bring my grocery carrier on it. What could we do to address the issue of running errands to Costco or

Winco, where it would take me nearly the whole day to get from my house and back via public transport? These are real obstacles to reducing car travel. Mass transit in Salem does not allow people to run errands efficiently, due to long travel times and infrequent buses.

- Single family zoned residential needs to stay that way. Mixed use can be downtown but I won't ride the bus when the transit mall is full of transients. Cars are still necessary for carrying equipment for youth sports, for getting multiple kids places, we aren't Portland and thank goodness
- Salem is over populated. Many people can't afford to rent and so either they share a house with others or live on the street. Building more housing is only going to make things worse.
- Mobility units should be allowed to use streets in downtown and retail districts. Some of them are now more like 1-person cars (with headlights, tail lights, etc. and do not necessarily mix well with pedestrians on sidewalks.
- Stop this. Dedicate yourselves and our tax dollars to repairing and maintaining the infrastructure we already have.
- Stay out of all of it. Society will regulate itself. Stop wasting money on programs that mostly benefit people who don't even pay into those programs. All public transit loses money. They can all ride bikes, ride share, walk, etc. no matter how much money you throw at it, it will never work.
- I walk around downtown Salem a lot for work. While the sidewalks are good, the intersections often feel like playing a game of frogger with drivers who are turning and not paying attention to pedestrians in the intersections.
- Very few people want to walk, bike or take public transit in Salem. The weather is not conducive most of the year to commute outside of an automobile. People prefer to use their cars rather than ride a bus with strangers. Buses are a hassle as you are limited by their schedule/route and have to risk riding with individuals you would rather avoid being around.
- The main issue is we do NOT want mixed use neighborhoods! Mixed neighborhoods bring crime and unwanted activity And Salem is not safe! The criminals need consequences! Case in point. Look at the people bridge and what it has brought to west salem!
- I wish there was a direct line in West Salem on Edgewater or 2nd Street, where people could park in a parking lot and go directly downtown without going through the neighborhood. There are multiple spots either on 2nd St. or Edgewater, where a park n' go situation would really cut down on the traffic on the bridge from West to downtown and downtown to West. For the residents of Edgewater or West residents near rte 22, getting to the Wallace bus transit isn't convenient. Thanks for your consideration!
- "Would love much better connections to the airport. I drive back and forth to the airport and it's just hard to get there (I mean the groome but that's one option that isn't always easy - how to get back and forth to the groome??) But my biggest is we need the third bridge to Polk county. There is so much congestion - having a third bridge would open up bus and biking options to north Salem and Keizer that aren't in easy reach now, in addition to seismic redundancy. This isn't about the people in west Salem, this is about the region and the businesses and health care access and all the things to have better connectivity.
- Really think for transportation focusing on having a Salem/Keizer wide multi use path system that is very safe and s a larger percentage of the population can reach within a fairly short distance is a very important priority. The quality and specific design details matter a lot and ot always just following standard designs will be needed in many sections to make it really nice and useable. I would be very cautious and conservative in bus infrastructure investments as I think autonomous vehicles has the potential to

massively disrupt motor vehicle transportation and we should be very aware of the risk that we make investments that are not valuable over their expected life span.

- I live in West Salem so regardless of how I travel either bus or car, I'm held hostage by the single bridge and the stifling congestion on Wallace Rd. The second bridge would have provided a choice for transportation providers to bypass Center and Marion St bridges giving all residents of varying socioeconomic demographics the opportunity to get to where they need to be, when they need to be there.
- Riding a bike is dangerous not only on busy streets, but also on neighborhood streets. Drivers are always racing to get through traffic lights and don't slow down for cyclists. People pulling out of diagonal parking spaces seem to have a hard time seeing bike riders. It would seem to be cheaper to have Delayed Pedestrian Intervals (DPIs) and longer times for pedestrians and cyclists to cross intersections than to widen sidewalks and construct bulb-outs. Construction is very expensive and inconvenient so it would seem that adding a few seconds to the bike/ped time for crossing would be cost effective. The DPI and 16 second countdown at the State Street and 14th Street intersection have made crossing there much safer.
- Stop with the "fads". Just fix the buses. You can't provide good bus service in West Salem and you refuse to provide good service to the Portland Metro. Right now for me to take the bus requires TWO buses just to get to Courthouse Square, another bus to the Amtrak station (if you DEMAND rail), or the 1X to Wilsonville, then another bus to Tualatin, then ANOTHER bus across Tualatin - and then another 20 minute walk!!!! And of course all of these buses are NOT timed together.
- Will you financially encourage public transport for large employers (over 20 employees-like the State of OR, hospital, sksd,) who draw in tons of cars. If they could carpool, park n ride etc. And rely on a few electric bus/trolley routes around town it would help.
- I support on street paid car parking BUT likewise we have to have safe ways to travel downtown by bike. Otherwise downtown businesses will suffer. Downtown almost died in the 80's because of paid street parking. Shoppers went to the malls where parking was free. Chemeka Parkade was built to help with that. Let's hope that mistake isn't repeated. People will use protected bike lanes if they are available. People ride bikes all over Minto-Brown, so they are willing to bike where they feel safe.
- My answers reflect that I live near downtown and remote work. I rarely drive and when I do I "bundle" my shopping to drive less. Honestly the biggest issue I have with biking is the fear that even with a lock my bike will be stolen in the downtown area. Also drivers are too overwhelmed in the downtown area, whether looking for parking or navigating a mix of one and two way streets to look for bicyclists. I also see a lot of bicyclists not obeying traffic laws - not stopping at stoplights, going against traffic and jumping in last minute to ride in crosswalks creating dangerous situations. I think if bike laws were enforced more drivers would be comfortable with car/bike road sharing.
- There are no safe places to park bikes where they won't be stolen or messed with, should one ride a bike to a store or service area. I walk to work through downtown and there are people riding bikes and skateboards on the sidewalks, including motorized scooters and bikes with assists which make sidewalks feel unsafe for pedestrians. Some of this has to do with less than safe bike lanes or no bike lanes on certain streets. Trash and homeless folks sleeping on the sidewalks is also a known but ongoing issue, and the buildings, especially the unoccupied ones are quite unsightly with long stretches of concrete, no windows, etc. More commissioned murals would be nice. More one-way trash receptacles (ones you can put trash in, but only staff can remove) might help some areas with chronic trash left behind. And there are areas downtown that could definitely benefit from trees and landscaping to help with cooling and aesthetics.

- We need to reduce our auto dependency. The transportation system needs to promote that change, not just "accommodate" bicycles and pedestrians.
- Increase electric charging infrastructure across the region. I live in an apartment and have to drive over 3 miles to the nearest charging part and it's very competitive to get a spot there and takes forever.
- I prefer to bike/skateboard or walk whenever possible. The biggest issues to me are traveling along and across large multi-lane roads. For example on mission street there are very few crossing options between 17th st and airport rd. The bike line is also dangerous with only a strip of paint separating you from 40 mph+ traffic. The issue is the same for almost all the main thoroughfares in Salem. I think the best solution for this is more crossings as well as designing bike routes that are parallel to busy streets that prioritize bikes and are inconvenient for cars to speed on.
- I would take the bus but the route near us runs every 60 minutes. This makes it virtually unusable to get to medical and other appointments or to meet friends.
- Salem has a lot of really wide streets that need to be shaved down to add protected bike paths. Additionally there are simply no good ways to get from Salem to Keizer via bike. My wife works in Keizer and will not commute via bike until that gap is resolved.
- De-emphasize auto access. Increase emphasis on walking and biking. Remove parking from downtown areas and close some streets - make it walk and bike only access. Create a trolley system to bring people from parking structures to shopping areas. Check out some existing examples. There used to be a trolley system in Old Town Scottsdale (stopped because of COVID). There's a trolley system in downtown Tucson. Look at the design of the River Walk in downtown San Antonio.; they even wrote a book about it. River Walk: The Epic Story of San Antonio's River by Lewis F. Fisher.
- When Salem refused to do anything about the homeless situation in downtown Salem and businesses moved out, there was no reason to go downtown. I was yelled at, feared to walk down the streets, and yet paid taxes. I could not do what the homeless did without being thrown in jail. I see buses running all the time with no one in them or one or two people. I would like to know how that helps climate change? No more busses. It would be cheaper to pay Uber or one of the other companies. I am totally disappointed in Salem. We are thinking of moving out of state. Drugs are unreal and yet nothing is done. We attract drug dealers and push business out.
- Make sidewalks safe. No cracks and uneven cement. No overgrown plants and trees. The above makes walking unsafe. Tripping or being poked in the eye by vegetation makes walking and pushing strollers or being in a wheel chair or using a walker unsafe.
- I understand you are trying to meet climate goals. But forcing people to stop driving and living above businesses is detrimental to a community. People are already isolated. By taking away cars people will become more isolated. Communities will become more isolated. People will stay within a few block radius. It's a fact! With cars people are encouraged to drive over to another area, it's easy and allows a freedom to go and come that has been the American lifestyle. Buses are difficult for many reasons. Most single females don't want to ride the bus. It's a safety issue. Are you going to put a police person on every bus? Trying to ride a bike down Commercial is insanity at best. Your intentions are nice but take away the convenience of the automobile you will isolate folks. Isolation is not good. Blending people together on a daily basis is better. People need the freedom to move about. Come and go and visit other neighborhoods. Do you understand?

- It would take me twice as long to ride the bus as it does to drive. I'd like a combination of more buses and routes so I can take them more places, and some faster connections like express buses so I could get to work in a time more comparable to my drive.
- To ride the bus for work I must drive and park in a grocery store lot to make the bus to cross the bridge into downtown. The nearest route to and from my house requires a transfer that adds 30 minutes (40 minutes total) to a transport that should only take 10 minutes
- I love biking and bike into downtown as often as I can from South Salem but there is not a particularly good link from near River Road into downtown or the library outside of taking Minto Brown which is flooded for a good portion of the year. Even biking over the hill from River to Commercial isn't great because on a lot of those connecting roads people drive way to fast, then you get to Commercial which has a lot of cars and again people driving way too fast. These major arteries are also the fastest way to get around by bike but they need ample bike lanes with enforced no parking along with actually enforcing the speed limit so I can feel comfortable taking my young kids into town or the library by bike.
- I would love to bike to work but bicyclists lack protection from vehicles going into the bike lane. It makes more sense to have parked cars on the other side of the bike lane instead of right next to the crosswalk.
- I live in downtown Salem. I would love to see an area downtown that is car free to encourage more safe walking and biking and use of outdoor space by businesses and less air pollution for many of us who want to walk to services or who live in areas that currently have too much traffic. I would love to see a grocery store in the old Riteaid building to serve the growing number of apartment dwellers like me - and that could also serve commuters because it has a large and convenient parking lot. I have trouble using bus service when I have multiple things to do in a day and some run only once per hour. If our bus service was more frequent, people would start using it more.
- Most of our neighborhood are elderly. My drs. are mostly in Portland. I hate Instacart. I want to do my own shopping. I cannot get up the steps in a bus. I cannot walk to the bus and it is not safe. I cannot be in the weather due to health issues. I should have the freedom to have a car and the ability to drive to a store nearby. That is why we settled in Salem. Safety has become a major issue. Going to my social activities would be impossible by bus. Going by taxi, uber is way too expensive. All forms of transportation should be considered. Salem has all the traffic it can handle. We have enough people being hurt. It is not safe to be out without your car. I feel you are making it so I will have to move and don't care about my lifestyle or needs. You are pushing this at us. We do not want this at all. Work on making our neighborhoods safe first.
- You people are out of your minds if you think any of these options are feasible. We are a rural community....You can't even get a second bridge built over the Willamette River and I don't believe in Climate Control. STOP spending out taxes on this crap. Fix the damn roads and get the homeless off the streets so people can feel safe just walking in their neighborhoods. A rapid transit should have been built when I-5 was being built. Too little too late.
- Maybe a max bus/train option like Portland has.
- I don't ride my bicycle around town anymore. It's become too difficult to find a secure location where I can safely lock my bike & leave it unattended.
- The city needs to consider making it safer for people to walk and bike down town, by reducing the vagrant pollution on the sidewalks. Also the crime and drug use has increased. No one wants to be downtown.
- Moved here 30+ years ago and used bus on a fairly regular basis to travel to downtown with and without children. Today, now aged 70+ there is no bus service that I can access in a relatively convenient manner.

I have to walk 1+ miles on sidewalks or less distance up and down hills with no sidewalk on a busy road. In all but a few months of the year, I would have to do this in the pouring rain and then wait with no shelter. Certainly not progress. Also in my household in a person with a disability who faces this challenge on a daily basis, year around, and even at night.

- West Salem needs bus routes like Wallace Road to extend further. There are large living communities that have no public transportation
- Seniors, elderly, parents with children in tow cannot bike. Very few people will ride bikes, commute to work consistently with our weather...Safety concerns with crime keep many off the bus. Don't spend money on climate change reduction.
- Infrequent buses on weekends and holidays have me driving when I would not.
- Better biking connections between Salem and Keizer. The Liberty and Commercial bike lanes connecting Salem to Keizer to cross Salem Parkway are so dangerous. Crossing the parkway at Broadway is also horrible as a bike commuter. I am a brave solo commuter and have had so many close calls I have stopped cycling from the highland neighborhood to the office Inland Shores. Until our bike lanes are safe enough for parents w children feel safe and comfortable riding in them, we have not succeeded. Seriously please improve the options for bikes in crossing Salem Parkway.
- Providing more paths and off-street trails for walking and cycling would be highly desirable.
- In general, Cherriots does a good job of coverage/convenience close to downtown, but living elsewhere in Salem really limits the realistic possibilities of using the bus. For those without both excellent physical mobility and a lot of spare time - one bus per hour, only on weekdays, with a bus stop four blocks away and no shelter - is just not do-able. Even for a houseful of folks who would rather not use a personal automobile. Especially considering recent housing developments, it should be automatic that each approval for new homes comes with expanded transit routes & frequency. Thank you.
- Park and Ride Options, perhaps in partnership with businesses? Partnerships with Gov. agencies?
- Sat-Sunday bus services
- The bus set up is rather primitive. I'm always told that there's no money but when I go to Eugene, they have great covered bus stops. My feet are often very wet and cold. After taking the bus and like today, I walked home because the buses were inconveniently running, so it's just as fast for me to walk home as it is for me to wait for the bus. I'll take the bus all the time, but they definitely do not plan for your comfort. And I'm still trying to figure out why some areas are covered and some areas are not. Mystery is why is there no cover from the Amtrak station so when I take the Amtrak I have to stand on liberty and get splashed not fun.
- Build a bridge pedestrian bike path from Miller elementary school Southeast to Bill regal city park over Highway, Oregon 22
- Your webpage does not work properly at the top of the page, it says errors press here I pressed impressed, impressed impressed your webpage would not acknowledge the errors so everything that I had about a pedestrian bridge from Miller elementary to Bill regal Park in Salem everything I wrote was erased. And your numbers for the amount of characters should've been 1000 but it continued to let me go into 1300 and when I went back to remove the extra 300 characters, pressing the error at the top of the page would not give me the clue and your page should not have gone past 1000 characters but I did I know from software work that is a problem in your website that does not stop a person to going one thousand characters
- I live on d street, and i'm a big dude. when i would go for a walk down d street in the afternoon (3-6pm), i noticed women often would cross the street to avoid passing near me. i know that there are valid safety

and cultural reasons why women might feel uncomfortable passing near a large strange man, but it made me feel terrible. I decided if my presence was making people feel unsafe, I should just stop walking. I don't know if this is just a cultural thing, and there is nothing to be done about it, or if there is a way to change the built environment to make the streets feel safer for everyone

- Safety and theft are a huge concern. In addition to not enjoying or feeling comfortable on a bike, another reason I wouldn't ride a bike to do errands is there is no guarantee my bike wouldn't be stolen or stripped of parts while I was inside. Riding a bike or walking are also not practical during the rainy months which are a large portion of the year or if needing to make multiple stops or to carry things. I don't feel safe taking public transportation either and planning around bus schedules takes up too much valuable time during the work day.
- Nothing you can do about this but in some areas topography discourages altmodes—steep hills, tight blind corners & curves, esp. accompanied by overgrown vegetation, surprise driveways, landscaping obscuring the street or sidewalk. Usually these areas are also distant from services & businesses, discouraging altmodes. Placing bus stops closer to crosswalks & vice versa would help in some places. Also more pullouts for stops & simplifying/syncing website & apps so I don't have to go 3 different places online to decide which stops and what times will work for me. My bus route doesn't run on Sundays so today I had to take the next closest route to get downtown. That added almost an hour of walking to my day, which I was able to do, but usually I wouldn't have time & some people wouldn't be able to do all that walking. The replacement route was only on an hourly schedule, so I arrived 45 minutes early for my event & had 45 minutes to kill afterward. Most folks won't put up with that.
- Until there is a dedicated focus on having a truly walkable environment and hard lines are willing to be taken, this is all just a dog-and-pony show. Strip-mall environments like most of Lancaster need to be ripped out and refactored from the ground up. Whole blocks of old neighborhoods need to be consolidated into square neighborhoods like they have in Spain (everything is mixed-use). Bikes need wholly protected travel lanes like in the Netherlands. Highways need to be buried, not elevated. Subways should be moving people in and out of the busiest places. Buses need more than one central hub, or else cross-network travel is just completely invalid with a bus. All of this should be done with carbon-negative concrete like what Solid Carbon makes. Until we redo the assumptions of the 1950s, there is no prayer for making more than these 5-10% minority savings.
- Please consider adding more street trees and bioswales to local streets, including downtown. Please consider adding more shading structures that will protect pedestrians and cyclists from rain and summer heat. More public benches would be nice too. Reducing front setbacks and increasing height limits for buildings and houses will also create a safer more shaded street. Bike lanes are good, protected bike lanes are better. Please also consider updating the list of trees the city uses for street trees. I've noticed several that have died over the last year because they are east coast trees that are not well suited to our climate. Thank you for leaving the tags on them to make them easier to identify. A Miyawaki method pocket forest in one of the city parks would help restore biodiversity, capture carbon, and provide an educational and volunteer opportunity for students and residents. Public fountains are underrated and really help with placemaking, cooling, and charm.
- I'm interested in improving walkability, bike lanes, and commuter routes that would entice vehicle population and make walking safer. IMO, Salem is unsafe, has high noise pollution and is undesirable to walk to and from businesses and home. I have walked many times between my home and my downtown office (approx. 1.75 miles each way). Many times people have drive through the crosswalk when I am in

the crosswalk , hedged the crosswalk line while I am in the crosswalk and generally disregard pedestrian safety. I see people run red lights often. It really was shocking to me when I first started walking to work last year and saw the driving behavior of MANY Salem residents. I was seriously put off from walking because I didn't feel safe . Made me angry that I should feel unsafe walking on the sidewalk. This is really disappointing as I try to do my part to reduce traffic. How about flashing ped crossing lights, more red light ticketing in the intersections and speed limit reductions?

- Another bridge over the river to cut down drive time and backed up traffic.
- One of the biggest issues for be with sometimes taking the bus is I don't know what the process is it what I need to do so it's intimidating. I think having some kind of billboards around town with steps for what to do would make people think about trying it. Like do I need cash or a special card? Do I need an app? What do I do when I get on? How do I get off?
- To encourage me to walk, make more places to sit down along the way. I'm retired and a little worn. Going anywhere afoot is a trek. My practice is drive to a park or easy (flat) trail. Take a short walk. Drive home. The fact that your survey does not consider people working from home, retired people or seniors makes you entire effort very suspect. You aren't even thinking a little about the needs of a diverse group of people. You seem to only think about alternate transportation to get somewhere. I think of a nice stroll, a gentle walk in nature, or maybe a little cruise on a bike. Clearly not a consideration for you. I think mixed use multi-family and business is good - I've lived above a shop in a downtown and that was fun. But, I do not agree with mixed-use being injected into areas of single family housing. I worked hard a bunch of years to have some peace and quiet in retirement. Dense living is bustling and noisy, but not peaceful.
- Prioritizing bus service that's fast and frequent, with more stops, would absolutely make me take it more. The other thing that was holding me back was Cherriots not using a pass/app, and requiring exact change - and that's been fixed! Every time we visit a major city and take public transport, my spouse and I say "I wish Salem had more bus stops, more buses, and expanded running times." I used to have to walk home from work because the bus didn't run as late as I needed to. That, and encouraging grocery markets to be built closer to residential areas, so people don't have to travel so far to get to goods they need. Safeway is the only grocery store close to the downtown area, it would significantly improve quality of life if there were more options for mixed-use areas next to residential neighborhoods.
- Look at studies that show how to reduce traffic flow and speed; do things like big planters on streets to make people want to slow down. Interrupt huge wide streets that encourage speedings. See book "Traffic".
- Liberty Road south needs a bike lane urgently!
- I, at 84, only need transport, door to door, 1x per week to shop for food and about 1x per month to visit the library to pick up or return reserved books. I walk with a cane so transport must carry my shopping. If there were public transport with others for those two things, eg. once a week, reasonably close to door to door at a known time, I'd use it. Otherwise I drive about 3 miles round trip or share a ride. Mobile library delivery would solve one. I imagine there are others with similar limited public transport needs.
- Have the city directly build affordable housing, without needing a home builder partner. Infill housing is important to use existing sidewalks and other infrastructure to keep costs down. The city should be more compact, and look for opportunities to abandon streets and use the land to build more housing.
- A Bike Share Program is a critical need to support connections from the Salem Amtrak Station, Fairgrounds, downtown core, etc.
- Public transportation can be sketchy. Safety is always a concern.

- I would love to see fare free buses in and around Salem. More people of all incomes will ride if it is available and free. I would support my property taxes increasing to pay for this.
- The proposed plan calls for much too little housing in highly walkable mixed use neighborhoods - just a 2% increase by 2050 from 13-15%. The public outreach conducted in 2024 showed strong support for this strategy - with more than 70% support for this action. In addition, studies and state plans show that planning for most new housing in walkable, mixed use neighborhoods is essential to providing transportation options that reduce driving. Consistent with state plans and rules, the preferred scenario should be revised to call for 30% of all housing to be built in highly walkable mixed use neighborhoods and along the core transit network.
- As someone who's lived in Salem for 30 years, I can confidently say I don't see myself using anything other than my personal vehicle as my primary form of transportation. Our city layout just isn't built for it. You can drive across town in 30 minutes or less, but that same trip could take two or three times as long by bus or bike. This isn't Portland, Seattle, or New York—cities where public transit fits the density and lifestyle. Salem is different. I support public transportation, safe bike lanes, and sidewalks, but the vast majority of residents rely on cars, and that's not going to change anytime soon. Before we expand transit routes or add more bike lanes, we need to focus on repairing damaged roads, widening major arteries like Mission, and improving traffic flow where congestion builds up. There are far more cars than buses or bikes on the road, and that will continue to be the case. Road improvements should take priority because they serve the greatest number of people.
- The money that is spent on public transportation is not efficient. If it were a business it would be out of business. Figure out a new way or privatize it so our taxes are actually effective.
- Sidewalk repair. They are absolutely terrible for pedestrians, wheelchairs, etc. in some neighborhoods. How about a trolley system. If Independence and Monmouth can do it, why not Salem?"
- Many people are self employed or in jobs that require them to use their vehicles during the day. Also, Almost all of these questions assumed that non auto oriented options are the preference and for many people they are not.
- As a parent of a young child and someone who regularly visits downtown for work and family time, I want to share why I choose not to use public transportation. While I support the idea of accessible transit, I no longer feel safe using it. I've frequently encountered individuals experiencing homelessness sleeping at stops or behaving aggressively, and I've had several concerning encounters—including nearly being hit near Court Street by a man carrying a large tree branch. When I bring my four-year-old daughter downtown—for lunch, create a memory, or work—I avoid public areas like bus stops or certain parks. I now pay for parking near Ritters or Masonry Grill just to feel safer. If the city is going to invest further in public transportation, I believe safety must come first. Until families like mine can feel secure using buses and walking downtown, those systems won't truly serve the community.
- Disappointed that almost all of your options will increase the cost of government. We should be looking more at low or no cost options.
- Just that it's encouraging to see Salem making non-car transportation and walkable/bikeable neighborhood planning a priority! This kind of long-term thinking is what we love about living here. Thank you!
- Design of transportation systems that support local business develop. Transportation centered around green spaces like parks and connecting pathways (like to see about a strategy to reduce heat islands-- more green development in our housing)

- Develop regional bus hubs and have smaller busses. The large busses are never full and everything connects through the downtown transit center.
- Restore the free bus downtown transit area between 12th & Center Street and the Library. Free bus passes for seniors over 75 years of age. Encourage students to ride public transit & not drive cars to schools. Enforce traffic laws affecting pedestrians so safer to walk!
- "Speed limits- enforcement! Reckless driving - enforcement! Modified mufflers, which are polluting - enforcement! And maybe it's time to consider exhaust standards/testing. I've lived here 25 years and the air pollution downtown is just more and more and more. Auto exhaust pollution! I live centrally, so I smell this at especially peak hours. Could one street area downtown be pedestrian only? Maybe even seasonal? They do this in Batavia Illinois and it's wonderful! Why not consider putting speed bumps at corners to force drivers to slow down? They do this in other countries in mall parking lots, etc. Reason: The feeling of safety as a pedestrian/cyclist in this town has gone down down due to unchecked reckless driving. All of this matters. You want us to walk or bike more? Salem police has got to do better at enforcing laws and maybe make substantive changes as a city to encourage safer and slower driving through high pedestrian areas. Ie speed bumps. Thank you for your efforts!!!"
- Throw out your existing TSP and don't build any street projects that's in the existing one; Stop calling street widening pieces "improvements"; Tell ODOT that you won't accept highway capacity increases and that they need to make their urban roads walk/bike friendly; Change the way multi-family housing is designed so that the buildings are oriented towards the streets and have their own grid streets internally; Ban cheap, ugly suburban style apartment buildings and more Middle Housing that follows classic designs; Charge large off-street parking areas an impact fee that increases over time until they realize it's better to build on them; Ban off-street parking in new development if there is on-street space; Get rid of commercial air service and build a frequent and fast commuter rail that connects Salem-Keizer to Portland and Eugene; Get the State to sell property or building rights and condense office space; Road diet for arterial & collectors.
- People here may commute to areas like Portland or Eugene to work, like my dad. I suggest that we should have a safe train route going out of Salem to nearby places so that people can travel longer distances without using a car.
- I'm a runner and run 30-40 miles every week around town, but don't ever bike in the bike lanes because the drivers are not safe and do crazy things because they are on their phones, drunk, distracted or high. I have lived in communities where i did all of my commuting via bike. If you could build more routes completely separated from the cars I would bike from my house down near Kuebler to downtown all the time.
- No
- I have noticed that some of our sidewalks and covered bus areas have houseless people putting up temporary shelter. I worry that improvements to biking, walking and better bus waiting area won't have their full potential maximized. I also wish we had more express busses that went to key Salem employment or location areas like Chemeketa, Willamette, etc. with park and ride areas.
- Bus pullouts at bus stops so cars do not pile up waiting for passenger loading. Every minute a car spends sitting idle without moving wastes fuel and harms our environment. Kuebler Blvd. Would benefit from a walking/riding trail next to it. It's dangerous to do either one at this point.
- One reason I might not ride the bus is if I need to transport something large or heavy. Not sure there's really anything to be done about that, though. It can be a bit frustrating to have to take circuitous routes

when I'm walking because neighborhood streets don't go through. This might be what you meant by "dead ends." I understand that there are traffic calming reasons for laying out streets this way, but I would love more pedestrian access between dead end streets and major arterial roads, and for this to be marked clearly on maps (I don't want to spend 5 minutes walking somewhere on the off chance that there will be a way for me to walk through). I would like to see more options for warning drivers about pedestrians in crosswalks. I've had to dodge cars in broad daylight because they didn't think to look for a pedestrian. I live at the south end of route 21 and I spend an extra 5 minutes riding the bus around the south loop just so I don't have to cross Commercial.

- With most of the information I read, you focused on your goal...and some of the changes could be made if the reason for not doing these methods of transport now (bike, walk, bus) and the three may be different reasons. I don't take the bus to work because the 36 minutes to work, will take over an hour home (waiting 45 min after stop working) so it's almost 2 hours from end of work to get home. I'd like to help with the climate goal but lumping them all together can skew data -bus, too long; biking, uphill hurts (always has); and walking to work is too far but I walk to the store when I can).
- Riding the bus is not considered cool. What could change that? And the transit center vibe is affected by "the regulars" that hang out. Weirdly, the cost of a trip is 80 cents or 1.60: who has change? I could get a pass (but then: effort to look up where or how: why not integrate with the new parking app?— and charge the same as an hour parking?) make it easy! and inviting! (I had good experiences with bus service for jury duty: 4x an hour, always on time, professional...)
- I really think it's important to build out and create 'third spaces' in the Salem-Keizer region. We've begun to do some of this, especially with the development of Riverfront Park and by extension, Minto. But Third Spaces require more urban environments too. During Covid, Salem allowed restaurants to add platforms for outdoor seating. In Europe, they've got entire plazas & courtyards devoted to idle relaxation outside restaurants as an equivalent of the courthouse square. We can learn from this. But one of our issues is that we've organized businesses, traffic flow and people through the prism of the car. Our community is made for automobiles, NOT people. Third spaces could transform Salem. Riverfront Park shows that the city at least understands this to some extent.
- I would already be biking a ton more if there was an obviously safe and secure place for me to store my bike and helmet. A huge obstacle to biking is not wanting to have my bike stolen while I'm not using it. Riding safety is also a serious concern. There need to be more truly protected lanes so people don't get run over by cars. Downtown is a great start. I would also like a streetcar and think we should try again with the state.
- In your planning, the mixed type of design is ruining the "look" of downtown. The City tore down a beautiful brick building and built an "Ugly" new building that stands out like a sore thumb. Also, you need to enforce the speeding on Commerce St. they drive way too fast for the huge amounts of side entryways. We have been rear ended twice this year, they go forty, and fifty miles an hour. I have never even seen police cars on the street. Also need Stop signs every once in awhile to slow traffic and let side street entries on Or hard Hghts and Hlen.
- Talk to the homeless people if you want real information about how walkable your city is. Homeless folks travel long ways, walking a lot due to prejudice people on busses, and know the dangerous areas (lack of sidewalk) that need updated for thru ways. Youll be surprised what information you can gather. They probably make up a large percentage of people biking as well, and can tell you where your bike lanes are failing.

- Red light running has increased drastically over the past few years. This creates a dangerous walking and biking experience. Better walkability downtown. Shut down some streets for pedestrian only. It would encourage people to spend more time downtown.
- I do not have a car so I did not answer the question about replacing driving trips. Occasionally I will get a ride or take a cab or Lyft, but for almost all of my daily activities, I walk or take a bus and plan to do more biking. Safety and access to active mobility options and public transit are of utmost importance for my personal wellbeing. Improving active mobility options and public transit are necessary to address the climate crisis since transportation is the biggest source of greenhouse gas emissions. For personal wellbeing and the wellbeing of our community and our planet, we have to have safe and convenient opportunities for walking, bicycling and rolling.
- I wish as more development was coming into the area (I am in the Morningside neighborhood in Salem), there would be greenways or some other off-road walking/biking system incorporated into the planning.
- South Salem needs to have a local bus route that circulates just around South Salem to access Costco, Killer Burger, Chick Fil A, Roth's Grocery, Post Office, Fred Meyer's, etc. Development of retail areas around South Salem's Costco, specifically around undeveloped properties on Kuebler and 27th will become destination shopping areas if we are to believe the developers. Kuebler Village, as an example, is promoting a walkable retail area for pedestrians and bicyclists. A "retail bus route" from local So Salem neighborhoods to future developments around Battlecreek and 27th could encourage alternative transportation use rather than reliance on personal vehicles. Cherriots could utilize its smaller buses on these local routes rather than the big full-size carriers.
- Salem doesn't want to bike. The weather is no good for this. Adding more EV incentives and ways out of Salem is the way to go. Add some more bridges. Don't spend money on bike stuff.
- My number one thing is not feeling safe. And taxes rising and rising it's a ridiculous the price of taxes we pay on our house and constantly hear gunshots day and night trap houses right down the street from us the cops know they're there and they can't or won't do anything about it. I feel like that's a big thing that the survey is missing is what it comes down to is I would love to walk and enjoy things more but I can't without worrying about homeless or and or druggies or needles or garbage I think everybody is concentrating on the wrong thing you want to help climate change help people to stop doing drugs.
- We need another bridge over the Willamette

APPENDIX E – COMMENTS FROM 350 SALEM



June 29, 2025

TO: Eunice Kim & Julie Hanson
City of Salem

From: Bob Cortright & Phil Carver
350 Salem

Subject: 350 Salem Comments on the Proposed Preferred Scenario

350 Salem strongly supports and endorses changes to Salem's land use and transportation plans as essential steps to implement the city's climate action plan and its commitment to significantly reduce greenhouse gas emissions.

That said, as described below, we are concerned that the draft report significantly over-estimates VMT reduction effects of the proposed preferred scenario and does too little to describe the scale of changes to existing plans that will be needed to achieve a 30% reduction in VMT per capita.

Consequently, 350 Salem recommends that the city and regional partners revise and expand the draft preferred scenario to lay out in more detail the changes to land use and transportation plans that are needed to reduce VMT and that project staff provide analysis that demonstrates the effectiveness of proposed actions in reducing VMT.

Without this additional work we believe the preferred scenario will leave the city and region with an overly vague and poorly documented plan that will have little effect in reducing VMT and GHG emissions.

Detailed Comments and Recommendations

Comment #1: The preferred scenario is missing an essential ingredient in the recipe for VMT reduction: land use.

Reducing VMT requires a comprehensive strategy - that increases transportation options (walking, transit and cycling) , provides incentives for using those options and creates a built environment that makes options easily usable for a large share of the population. Currently, most of the development in Salem - like most Oregon communities - is in "car-dependent" neighborhoods - where housing and jobs are too far

from key destinations like grocery stores and major transit routes to make walking, cycling or transit a reasonable option. Adding sidewalks or transit service or incentives is much less effective in changing travel behavior when people have to walk more than a 1/2 mile to a store or transit stop

The overview report says land use is important to reducing VMT¹ but proposes no changes to Salem's status as a "car dependent" city where most travel requires a car, mostly because houses are too far from services. The Reference Scenario document describes the importance of land use in detail:

Land use has a strong influence on our travel behavior and the transportation options available to residents. Places that are more densely built, that have a mix of uses, and that are well served by transit can provide residents with more travel options besides driving. More multifamily housing units and a higher share of households in more dense areas can help the region achieve greater greenhouse gas reductions with more people living near destinations. This reduces the need to drive longer distances and increases the potential of using active modes of transportation such as walking, biking, or taking transit. **Land use is among the most powerful policy levers available to local governments to shape transportation emissions.**²

The Statewide Transportation Strategy (STS) and the Climate Friendly and Equitable Communities (CFEC) rules direct metropolitan cities to plan for 30% of all housing in CFAs and other highly walkable mixed use areas by 2050 in order to meet VMT reduction targets. It is surprising and disappointing that the Preferred Scenario does not seriously incorporate this key strategy. Efforts to reduce VMT, expand transit and shift trips to other modes will not be effective if most housing is in car-dependent neighborhoods.³

Recommendation #1: The preferred scenario should be revised to accommodate 30% of households in highly walkable mixed use areas, not 13-15%.

¹ The currently adopted plans in the region represent the reference scenario, or continuing with business as usual, and would result in a 10% VMT reduction by 2050 (additional details on the reference can be found in Salem-Keizer Regional Scenario Planning Reference Scenario Documentation). With the addition of state actions on more efficient vehicles, cleaner fuels and pricing that are allowable according to the administrative rules, the region would see an 18% reduction by 2050. Combined with the local actions in the preferred scenario, the region will reach a 31% reduction in per capita VMT by 2050.

² Reference Scenario Documentation, November 2024, p. 11.

³ For example, see Litman: "To be effective, a TDM program must include significant improvements in non-auto travel, financial incentives such as parking pricing or cash-out, Smart Growth development policies that allow more households to live in walkable urban neighborhoods, plus targeted travel reduction programs." [Litman in Planetizen](#) September 2023

Comment #2. The analysis simply assumes a tripling in non-SOV mode share without any explanation of the actions needed to accomplish this outcome.

The preferred scenario assumes/asserts that the region will more than triple the share of short trips made by active modes (biking, walking etc.) but presents little or no evidence about the scale of investments and actions that will be needed to achieve this ambitious goal. Current adopted plans - which already call for lots of additional sidewalks, bikeways, etc. - expect that there will be little or no change in the share of trips made by walking and cycling. While more bike and pedestrian infrastructure will definitely make walking, cycling and rolling safer and more convenient, where is the information or analysis that shows what level of investment is needed to triple the share of trips made by these modes? Especially when most housing and jobs are located in car-dependent neighborhoods?

The estimate of active transportation mode share is an assumption - a modeling input - - it is not an output of the model:

4.3.25 DivertSovTravel

This module reduces household single-occupant vehicle (SOV) travel to achieve goals that are inputs to the model. The purpose of this module is to enable users to do 'what if' analysis of the potential of light-weight vehicles (e.g. bicycles, electric bikes, electric scooters) and infrastructure to support their use to reduce SOV travel.

4.3.25.1 User Input Files

4.3.25.1.1 Proportion of Diverted SOV Travel

(azone_prop_sov_dvmt_diverted.csv)

This file provides inputs for a goal for diverting a portion of SOV travel within a 20-mile tour distance (round trip distance). The user can use local household travel survey data (if available) to develop this input.

PropSovDvmtDiverted: Goals for the proportion of household DVMT in single occupant vehicle tours with round-trip distances of 20 miles or less be diverted to bicycling or other slow speed modes of travel⁴

Recommendation #2: Identify the proposed actions (investments, programs) to increase active transportation trips and provide supporting analysis to show these actions will achieve the 360% increase asserted in the Preferred Scenario.

⁴ VisionEval User's Guide [documentation](#)

Comment #3: The analysis appears to double-count the effect of proposed actions on mode share and VMT reduction

The preferred scenario includes a range of complementary policies and actions that are intended to reduce VMT per capita and increase the share of trips made by active modes. It's unclear whether the analysis considers and accounts for the overlap between "policy levers" and proposed "actions" in reference and preferred scenarios. For example, higher vehicle operating costs, road user charges, paid parking, TDM programs, and individualized marketing programs all help encourage people to increase use of active modes. All are doubtless necessary and helpful to increasing the share of trips made by active modes. However, the analysis must take care to assure that the effect of these individual actions are not double-counted - i.e. recognizing that they help achieve the 360% increase in active modes, but do not result in an increase in active trips beyond the 360%.

Recommendation #3: Provide additional analysis to show that proposed TDM, individualized marketing, and parking pricing (etc) do not double-count the expected increases in non-SOV trips discussed in Comment #2.

Comment #4: The claim that "reference scenario" based on existing plans is expected to result in a 10% reduction in VMT per capita is contrary to the region's adopted regional plan estimates that VMT per capita will remain the same or increase slightly by 2050.

The Overview report says: "The currently adopted plans in the region represent the reference scenario, or continuing with business as usual, and would result in a 10% VMT reduction by 2050." This is quite different from the adopted regional transportation plan which estimates that VMT per capita will remain the same or increase slightly by 2050.

In short, we have two very different predicted outcomes from the same plans: no progress vs. significant progress. If we believe that there will be significant progress, we (planners and modelers) should be able to explain why and how we think that progress will occur: ie what actions (investments, policies, programs and incentives) in our adopted plans do we expect will cause this reduction in VMT and shift to non SOV modes that the model predicts?

We suspect that the expected progress in the RSP analysis is mainly due to the bike mode share assumption in the VisionEval model: that the region will achieve the regional goal of more than tripling the share of trips made by biking and other light

vehicles. This assumed shift is likely responsible for much of the expected reduction in VMT since substituting bike trips for car trips would reduce expected VMT.

Recommendation #4: The report needs to reconcile the conflicting estimates of future VMT from existing adopted plans.

Comment #5: The Overview claims that proposed "state actions" are expected to reduce VMT per capita by 10% but says little about what these actions are and the state's commitment to carry them out.

The Overview says certain proposed state actions are expected to further reduce the 10% reduction in VMT per capita in the "reference scenario" to 18%. The report needs to do much more to explain what state policies and actions are expected to be put in place and how they will accomplish this reduction in VMT. The major factor causing this reduction appears to be the expectation that the cost of driving will go up by 65% - from 66c per mile to \$1.09 per mile by 2050. While this would be certain to dampen demand for driving and reduce VMT, the analysis should provide more information to explain how this result will come about. This is especially important because the biggest variable cost of driving - fuel cost, is projected to actually drop by 50% or more - from about 10c a mile today to less than 5c per mile in 2050. (See the Preferred Scenario Summary)

What are the specifics of additional charges that will be implemented by "state actions" - including pay-as-you-drive insurance, road use taxes and "pollution fees" and what is the status of state commitments to carry out these policies?

Recommendation #5: Revise and expand the Overview to explain the "state actions" that are expected to reduce VMT per capita by 10%; and the state's commitment to carry out these actions.

ODOT'S RESPONSE TO SALEM 350'S JUNE 29TH MEMO



Oregon

Tina Kotek, Governor

Department of Transportation
Policy, Data and Analysis Division

Climate Office
355 Capitol St NE
Salem, Oregon, 97301

To: Eunice Kim; City of Salem
Julie Hanson; City of Salem

From: ODOT Climate Office
Brian Hurley, Mitigation Program Manager

Date: July 23, 2025

Subject: ODOT response to 350 Salem Comments on the Proposed Preferred Scenario.

This letter provides Oregon Department of Transportation (ODOT) responses requested by the City of Salem to the Comments and Recommendations contained in the letter submitted to the Salem-Keizer Regional Scenario Planning project team by 350 Salem on June 29th 2025. The full 350 Salem comment letter is included as an attachment.

Comment #1: The preferred scenario is missing an essential ingredient in the recipe for VMT reduction: land use.

Recommendation #1: The preferred scenario should be revised to accommodate 30% of households in highly walkable mixed use areas, not 13-15%.

ODOT Response:

Salem, Keizer and Marion County are allowed to determine the future land use for their community that is included in the preferred scenario to achieve the region GHG reduction target. The preferred scenario includes the future land use patterns in the Salem Comprehensive Plan, Keizer Comprehensive Plan, Marion County Comprehensive Plan, as well as the currently proposed Climate Friendly Areas mixed use zones.

Comment #2. The analysis simply assumes a tripling in non-SOV mode share without any explanation of the actions needed to accomplish this outcome.

Recommendation #2: Identify the proposed actions (investments, programs) to increase active transportation trips and provide supporting analysis to show these actions will achieve the 360% increase asserted in the Preferred Scenario.

ODOT Response:

The SOV diversion input is the Single Occupancy Vehicle trips with a 20-mile round trip or less that shift to walking, biking or other active modes, the round-trip distance accounts for emerging technologies such as electric scooters and e-bikes. The scenario planning

process does not identify the specific walking, biking or other active mode projects that will be put in place by 2050 to achieve the change in active mode utilization. Salem, Keizer and Marion County determine the types of specific investments and where those investments will be located as part of the local Transportation System Plan updates.

Tools are not available that definitively show the SOV diversion effectiveness of a specific investment or project, especially tools that take into account the context sensitivity that makes some network links more valuable over another in improving regional non-driving accessibility. ODOT is working with its consultants to translate these VisionEval diversion goals into a number of active network lane mile changes that would result in associated accessibility gains to achieve the Preferred scenario assumptions. Longer term other ODOT work underway is aimed to help improve this linkage. This includes ODOT funding of multi-modal data inventory that will allow assessing the bike and pedestrian level of traffic stress. Additionally, ODOT conducted a research study in 2022 with Portland State University research intended to upgrade VisionEval's SOV diversion functionality. That empirical study found access to jobs on a low stress bicycle network has the potential to reduce household vehicle miles traveled. For a 1% increase in various measures of bicycle network accessibility, the analysis predicts a corresponding reduction in daily household motorized vehicle miles traveled of up to 0.23%, all other policies being equal. Additional information on the study is available at: <https://trec.pdx.edu/research/project/1314>.

Comment #3: The analysis appears to double-count the effect of proposed actions on mode share and VMT reduction

Recommendation #3: Provide additional analysis to show that proposed TDM, individualized marketing, and parking pricing (etc) do not double-count the expected increases in non-SOV trips discussed in Comment#2.

ODOT Response:

The TDM, parking and SOV diversion inputs interact to contribute to a household's vehicle miles traveled. VisionEval's statistical submodels were structured and estimated to account, where possible, for interaction effects between different vehicle miles traveled reduction strategies. The model's estimation was designed to avoid double counting to the extent supported by the underlying data. Compiling documentation to show that the VisionEval TDM and parking inputs are structured to limit double-counting with the SOV diversion input is outside the project scope. There is no specific documentation available demonstrating the inputs are not double counted, the VisionEval open source code on the github website contains additional details on the model; <https://visioneval.github.io/>.

Comment #4: The claim that reference scenario based on existing plans is expected to result in a 10% reduction in VMT per capita is contrary to the region's adopted regional plan estimates that VMT per capita will remain the same or increase slightly by 2050.

Recommendation #4: The report needs to reconcile the conflicting estimates of future VMT from existing adopted plans.

ODOT Response:

The Scenario Planning process uses the strategic VisionEval model to set a path to achieving the GHG targets that were set using the VisionEval tool. The Regional Transportation Plan (RTP) uses the regional travel model that can evaluate the collective impact of specific projects. While these tools use similar methods, they differ in scale and approach.

Additionally key policy assumptions in Scenario Planning and RTP modeling work differ. As stated in OAR 660-044, the Scenario Planning work in measuring progress towards the region GHG reduction target is allowed to use assumptions and must use emissions rates that reflect future state-led actions that were assumed when the targets were first adopted by the Land Conservation and Development Commission. These assumptions are not included in the region's adopted RTP vehicle miles traveled estimates. These assumptions include state-led per mile pricing and vehicle and fuel technology advancements. The region is allowed to assume these state-led actions are in place by 2050, even as the state agencies work to implement these policies. More detail on these state-led actions are provided in response to Comment 5.

The CFEC changes in the TPR are working to reconcile these two processes that use different models, different VMT definitions, and different policy assumptions. With CFEC rulemaking the new household based VMT definition helps align the targets with long range plans and is more scalable to the jurisdictional level reporting of the CFEC requirements. For more details on how the new household based VMT definition is applied to local Transportation System Plan VMT calculation requirements, please see ODOT's Planners Guide to VMT calculations for local TSP requirements;

https://www.oregon.gov/odot/Planning/Documents/Planners_Guide_to_Calculating_VMT_per_Capita.pdf.

Comment #5: The Overview claims that proposed "state actions" are expected to reduce VMT per capita by 10% but says little about what these actions are and the state's commitment to carry them out.

Recommendation #5: Revise and expand the Overview to explain the "state actions" that are expected to reduce VMT per capita by 10%; and the state's commitment to carry out these actions.

ODOT Response:

State-led actions are allowed to be included in tracking progress to regional GHG targets. These state-led actions contained in the Statewide Transportation Strategy are a collaboration with the Oregon Department of Transportation (ODOT), Department of Land Conservation and Development (DLCD), Oregon Department of Environmental Quality (DEQ) and Oregon Department of Energy (ODOE). These actions are outlined on the Oregon Transportation Emissions website;

<https://www.oregontransportationemissions.com/progress>. ODOT and DLCD will coordinate with DEQ and ODOE to ensure future state actions are accurately represented in the scenario planning report. State-led actions include adoption of vehicle and fuel technologies and a shift to full cost per mile pricing for transportation.

Vehicle and fuel state actions are focused on the adoption of low and zero emission vehicles and the transition to cleaner fuels. As the emissions website shows, the state has made significant progress over the last 5 years in regulations for cleaner vehicles and fuels in line with the Statewide Transportation Strategy. The Oregon DEQ Advanced Clean Cars II rule (Dec 2022) requires an increasing percentage of cars, light trucks, and SUVs sold in Oregon to have zero tailpipe emissions, starting at 35% in model year 2026 rising to 100% by 2035. The Clean Energy Targets adopted in House Bill 2021 requires reduced electricity emissions for the two largest Oregon electricity utilities, meaning nearly all electricity used in Oregon will be emissions-free by 2040.

State-led per mile pricing actions are based on the Statewide Transportation Strategy and include strategies related to full road cost recovery from gas tax and road user fees, pay as you drive insurance, and carbon pricing. Road cost recovery prices are gas-tax-equivalent fees including taxes, per mile fees, registration fees, and other additional fees that pay for the wear and tear and maintenance of the transportation system. An example of carbon policies that have an impact on fuel prices include the Oregon DEQ Climate Protection Program (adopted in 2021), which sets decreasing limits from fossil fuels used in the state and generates revenue through issuing credits on those emissions; as well as the Clean Fuels Program Expansion (Sept 2022), which requires Oregon fuel providers to almost triple the carbon intensity reductions required through 2035.



July 21, 2025

TO: Regional Scenario Planning Advisory Committee and Project Team

FROM: Bob Cortright, Phil Carver, 350 Salem

SUBJECT: TAKE TIME TO REVIEW AND REFINE THE PREFERRED SCENARIO

350 Salem advocates for and supports state, regional and local efforts to reduce greenhouse gas emissions. This regional scenario planning project is intended to establish a foundation and framework for pursuing amendments to local land use and transportation plans to meet state goals and rules to significantly reduce greenhouse gas emissions by reducing vehicle miles of travel (VMT).

The process for public review and selection of a preferred scenario has been rushed and our analysis shows that the preferred scenario is based on highly questionable analysis and would likely fall far short of meeting goals to reduce VMT. Accordingly, **we recommend that the jurisdictions request an extension from DLCD to conduct further analysis and revise the preferred scenario to assure it would be effective in achieving climate goals.**

Rushed Process short-changes adequate analysis and consideration of public input

The process for reviewing and selecting the preferred scenario is being rushed to meet an arbitrary deadline and has provided too little time for careful deliberation and response to public input:

- The proposed scenario - which was scheduled to be produced 9 months ago - in the Fall of 2024¹ - has been available for public review for only six weeks.
- The approved work plan² includes a contingency task which anticipated an additional four to six months to consider additional scenarios to inform selection of a preferred scenario.
- CFEC rules allow DLCD to grant extensions or modifications to deadlines for completing scenario planning. It's almost certain that DLCD would grant an extension to allow the region to conduct additional public engagement and further refine its proposed scenario given the originally approved work plan anticipated this level of effort.

¹ Final Revised Work Plan, January 18, 2024 called for introducing the preferred future scenario and seeking public feedback in August /September 2024. (page 7)

² Final Revised Work Plan, January 18, 2024 (page 2)

Preferred Scenario is based on highly questionable analysis

As outlined in comments we submitted to staff in June, we have major concerns and questions about the preferred scenario and the supporting analysis that indicate the need for substantial additional work:

- The preferred scenario largely omits changes to land use to promote highly walkable, mixed use development despite the fact that:
 - Land use changes are foundational to reducing VMT and promoting use of alternative modes,
 - Are called for by state plans and rules³ and
 - Received strong support from the public during the project's public engagement.
- The estimates of VMT and GHG reductions from proposed actions are poorly explained, highly questionable and result in overly optimistic estimates of VMT reduction. For example, the preferred scenario simply assumes that the region will achieve a 300% increase in non-SOV mode trips - without any explanation of the type or scale of investments, programs or other efforts would be needed to accomplish this increase.

Recommendations

The Advisory Committee should direct staff to work with ODOT and DLCD to seek an extension for completing a preferred scenario and activate the “contingency task” in the approved work program that allows the region to consider additional scenarios.

The preferred scenario should be revised to:

1. To accommodate 30% of households in highly walkable mixed use areas.
2. Identify the proposed actions (investments, programs) to increase active transportation trips and provide supporting analysis to show these actions will achieve the 360% increase asserted in the Preferred Scenario.
3. Provide additional analysis to show that proposed TDM, individualized marketing, and parking pricing (etc.) do not double-count the expected increases in non-SOV trips
4. Revise the Overview report to reconcile the conflicting estimates of future VMT from existing adopted plans (The reference scenario report claim that existing plans are expected to result in a 10% reduction in VMT per capita is contrary to the region's adopted regional transportation plan estimates that VMT per capita will remain the same or increase slightly by 2050.)

Attachments: 350 Salem Comments on the Proposed Preferred Scenario, June 19, 2025
350 Salem Comments on Proposed Performance Measures

³ The ODOT Statewide Transportation Strategy (STS) and DLCD's Climate Friendly and Equitable Communities (CFEC) rules direct metropolitan areas to accommodate 30% of all housing in highly walkable mixed use “climate friendly” areas (CFAs). The proposed preferred scenario would result in only 12% of all the regions housing in CFA type areas. (Preferred Scenario Overview, May 2025, page 5)

ATTACHMENT

350 Salem Comments on Proposed Performance Measures

Implementation of the preferred scenario will be guided by performance measures. Because draft performance measures - dated July 7th - have only recently been posted on the project website, we - and other members of the public - have had little time to review and offer comments. Overall, we believe that the proposed measures are not adequate to achieve the scale of increase in mode share or reduction in VMT that is assumed in the modeling for the preferred scenario.

We have the following initial comments and recommendations on the proposed performance measures:

Land Use

Add a performance measure to achieve the goal of getting 30% of all the region's housing located in Climate Friendly Areas (CFAs) and other highly walkable mixed use areas consistent with CFEC and the Statewide Transportation Strategy.

Revise the transit access measures (LU1-3) to measure households that are within 1/4 mile walking distance of Cherriots Core Network. The 1/2 mile distance measured "as the crow flies" includes areas that are inconvenient to attracting and serving transit use.

Transportation Options (TO1 & TO2)

The modeling assumptions for VMT reduction assume a "high-caliber" TDM efforts. Expansion of the Cherriots Employer Group pass program - which provides free transit passes - is an extremely modest incentive that - while useful - will result in only a minor increase in non-SOV travel. This measure should be revised to provide a daily alternative mode commute benefit for employees equal to the value of parking (i.e. parking cash out.)

VMT Reduction (TS-1)

The performance measure for VMT reduction should be amended to include the 30% reduction target considering implementation of state-led actions to reduce VMT.

Complete Streets / Active Transportation (TS-2 and TS-3)

These measures should be discarded because they do not clearly represent outcomes that will reduce VMT or increase non-auto mode share. Oregon law already requires that new or reconstructed streets include sidewalks and bikeways.

Add a measure for Active Transportation Spending - Percentage of street improvement funding spent on bike, transit and pedestrian friendly street improvements within Climate Friendly Areas and along the Cherriots Core Transit Network. To meet the 30% target, the region will need to get most new housing (i.e. more than 50%) in CFAs. Jurisdictions should accordingly put 50% of street improvement funding into these areas.

Appendix C

Target-Setting Methodology for Salem

DATE: November 2025
TO: City of Salem, ODOT
FROM: Parametrix
SUBJECT: Appendix: City of Salem Target-Setting Methodology
PROJECT NAME: Climate Office Technical Analysis and Support

Appendix: Salem Target-Setting Methodology

This appendix describes the methodology used to calculate and set targets for jurisdictions' performance measures as required by Oregon Administrative Rule (OAR) 660-012-0910 and described in the Implementation chapter of the Salem-Keizer Regional Scenario Planning Report. Future targets for each performance measure were set at levels to implement the preferred scenario by 2050. Target values were calculated using several sources, including the VisionEval Scenario Planning tool,¹ the SKATS Travel Demand Model,² local Transportation System Plans (TSPs), existing programs of the jurisdictions and Cherriots, and professional analysis and evaluation. The performance targets are set from a baseline year which varies depending on data source and data availability; baseline years of 2023, 2024 and 2025 are in use. Future year targets are consistent with the region's metropolitan GHG reduction targets in OAR 660-044-0025 and the SKATS 2023-2050 Metropolitan Transportation Plan (MTP) horizon year of 2050.³ Interim year targets are every five years, aligned with the MTP update cycle.

The equity performance measures aim to incorporate and prioritize jurisdiction-wide greenhouse gas (GHG) reduction efforts as they relate to underserved populations, defined in OAR 660-012-0125 (2). The project team identified these communities' locations using the Oregon Department of Transportation (ODOT) Social Equity Index (SEI)⁴, which relies on U.S. Census American Community Survey (ACS) data to form scores for block groups ranging from "Low" disparity to "High" disparity. This memo refers to areas in the "High" disparity category as "underserved neighborhoods", which should receive focused attention in engagement and decision-making to address historic and current inequities.

Active Transportation

AT.1. Bike and Pedestrian Network (Local)

Target Setting Methodology

The intent of this measure is to advance the strategy of shifting a share of drive-alone trips to bicycles and other active modes. The target is to complete 638 miles of bicycle and pedestrian

¹ Oregon Modeling Improvement Program, VisionEval Model, https://www.oregon.gov/odot/climate/Documents/VisionEval_Model_Information.pdf

² SKATS, Salem-Keizer Metropolitan Area Travel Demand Model, <https://www.mwvcog.org/transportation/page/salem-keizer-metropolitan-area-travel-demand-model>

³ SKATS, 2023-2050 MTP, Chapter 7, <https://www.mwvcog.org/media/6906>

⁴ ODOT, Social Equity Index Map, <https://www.oregon.gov/odot/state-of-the-system/pages/equity.aspx>

facilities by 2050. The baseline was calculated by measuring the existing mileage of the pedestrian and bicycle network from GIS data as of July 2025.⁵ Mileage related to bicycle infrastructure was measured for all street classifications; mileage related to pedestrian infrastructure was measured on parkway, arterial, and collector streets.⁶ Mileage was measured accounting for single directions of travel. Multi-use paths were included if they were part of TSP bike routes data or if they were part of a proposed pedestrian project. Multi-use path mileage was measured using centerline miles. Total future aspirational miles are equal to the sum of the 1) mileage of existing pedestrian and bicycle network and 2) mileage of planned pedestrian and bicycle projects included in the 2023 Salem TSP.⁷

2025 Baseline: 300 miles of pedestrian and bicycle network

2050 Target: 638 miles of pedestrian and bicycle network

Target Setting Calculations

1. Set interim targets assuming linear progress every 5 years from 2025 to 2050.

Calculations:

- $638 \text{ (2050 target)} - 300 \text{ (2025 baseline)} = 338 \text{ miles}$
- $338 \text{ miles} / 25 \text{ years} = 14 \text{ miles annual change with respect to 2025 baseline}$
 - 2025 – 300 miles (baseline)
 - 2030 – 368 miles
 - 2035 – 435 miles
 - 2040 – 503 miles
 - 2045 – 570 miles
 - 2050 – 638 miles

AT.2. Pedestrian Networks in Underserved Neighborhoods (Local, Equity)

Target Setting Methodology

This measure is similar to AT.1 but aims to specifically track pedestrian infrastructure in underserved neighborhoods. Using the same calculation method as AT.1, the baseline was calculated by measuring the existing mileage of the pedestrian network from GIS data as of July 2025 but looking only within the underserved neighborhoods. Mileage related to pedestrian infrastructure was measured on parkway, arterial, and collector streets. Sidewalk mileage was measured accounting for single directions of travel. Multi-use paths were included if they were part of a proposed pedestrian

⁵ Facilities are defined as existing if they were in place as of July 2025.

⁶ For the purpose of performance measure AT.1 and AT.2, bike and pedestrian facilities are limited to miles of existing and proposed linear facilities. Intersection projects are not included.

⁷ Salem, Transportation System Plan,
<https://www.cityofsalem.net/home/showpublisheddocument/5158/638602661053630000>

project and mileage was measured using centerline miles. Total future aspirational miles are equal to the sum of the 1) mileage of existing pedestrian network in underserved neighborhoods and 2) mileage of planned pedestrian network in underserved neighborhoods.

2025 Baseline: 24 miles of pedestrian network within underserved neighborhoods

2050 Target: 52 miles of pedestrian network within underserved neighborhoods

Target Setting Calculations

1. Set interim targets assuming linear progress every 5 years from 2025 to 2050.

Calculations:

- $52 \text{ (2050 target)} - 24 \text{ (2025 baseline)} = 28 \text{ miles}$
- $28 \text{ miles} / 25 \text{ years} = 1.1 \text{ miles annual change with respect to 2025 baseline}$
 - 2025 – 24 miles (baseline)
 - 2030 – 30 miles
 - 2035 – 35 miles
 - 2040 – 41 miles
 - 2045 – 46 miles
 - 2050 – 52 miles

Land Use

LU.1. Transit Access for New Housing – Core Transit Network (Local)

Target Setting Methodology

The intent of this measure is to track the share of new housing that is near the Cherriots Core Network. The target is to have 50% of all new housing units permitted⁸ within ½ mile of the Core Network. The target is a cumulative measurement of all new units permitted within Salem from a baseline of 0 new units. The Core Network is based on the existing Core Network as of each reporting year. Though there may be some small changes or an expansion to the corridors, according to the Cherriots Service Guidelines⁹, the Core Network is a set of transit corridors where Cherriots has committed to providing stable service into the future. Even if the routes do change, the Core Network corridors will continue to be served and prioritized for frequency and reliability. If the Core Network expands, this additional area can encompass a higher share of new housing units and should be accordingly incorporated into updated calculations each reporting year. Every interim reporting year will reassess the cumulative share of new housing permitted since the baseline year of 2025.

⁸ New housing units permitted are dwelling units that have been issued a building permit

⁹ Cherriots, Service Guidelines for Bus Service 2018 Edition, page 47

https://www.cherriots.org/media/doc/Cherriots_Service_Guidelines_-_2018_Edition_-_2018-01-05.pdf

2025 Baseline: 0% of new housing units permitted within ½ mile of Core Network

2050 Target: 50% of new housing units permitted within ½ mile of Core Network

Target Setting Calculations

1. Calculate share of new housing permitted within ½ mile of Core Network compared to all new housing permitted within Salem.

Calculations:

- Baseline is 0% because the measure is based on new units.
- Target is 50%. To calculate the percentage each reporting year:
 - Gather the total new housing units permitted within Salem since 2025 (baseline)
 - Determine the new housing units permitted that are within Salem and within ½ mile of Core Network since 2025 (baseline)
 - Divide the units within ½ mile of Core Network by the total of all new units to reach the percentage for reporting.
- Interim year targets are set at 50% because this target is a cumulative measurement of all new units permitted since 2025 (baseline); it does not ramp up to 50% in 2050 because the cumulative percentage may fall short.
 - 2025 – 0% (baseline)
 - 2025 - 2030 – 50%
 - 2025 - 2035 – 50%
 - 2025 - 2040 – 50%
 - 2025 - 2045 – 50%
 - 2025 - 2050 – 50%

LU.2. Transit Access for New Affordable Housing – Core Transit Network (Local, Equity, Salem Only)

Target Setting Methodology

The intent of this measure is to track the share of new affordable housing¹⁰ that is near the Cherriots Core Network. The target is to have 60% of all new affordable housing units permitted within ½ mile of the Core Network. The target is a cumulative measurement of all new affordable units built within Salem from a baseline of 0 new affordable units. The Core Network is based on the existing Core Network as of each reporting year. Though there may be some small changes or an expansion to the

¹⁰ New dwelling units will be considered affordable if they are affordable to households with an income at or below 80 percent of the area median income, as determined by the United States Department of Housing and Urban Development.

corridors, according to the Cherriots Service Guidelines, the Core Network is a set of transit corridors where Cherriots has committed to providing stable service into the future. Even if the routes in the future change, the Core Network corridors will continue to be served and prioritized for frequency and reliability. If the Core Network expands, this additional area can encompass a higher share of new affordable housing units and should be accordingly incorporated into updated calculations each reporting year. Every interim reporting year will reassess the cumulative share of new affordable housing permitted since the baseline year of 2025.

2025 Baseline: 0% of new affordable housing units permitted within ½ mile of Core Network

2050 Target: 60% of new affordable housing units permitted within ½ mile of Core Network

Target Setting Calculations

1. Calculate share of new affordable housing permitted within ½ mile of Core Network compared to all new affordable housing permitted within Salem.

Calculations:

- Baseline is 0% because the measure is based on new units.
- Target is 60%. To calculate the percentage each reporting year:
 - Gather the total new affordable housing units permitted within Salem since 2025 (baseline)
 - Determine the new affordable housing units permitted that are within Salem and within ½ mile of Core Network since 2025 (baseline)
 - Divide the affordable units within ½ mile of Core Network by the total of all affordable new units to reach the percentage for reporting.
- Interim year targets are set at 60% because this target is a cumulative measurement of all new affordable units permitted since 2025 (baseline); it does not ramp up to 60% in 2050 because the cumulative percentage may fall short.
 - 2025 – 0% (baseline)
 - 2025 - 2030 – 60%
 - 2025 - 2035 – 60%
 - 2025 - 2040 – 60%
 - 2025 - 2045 – 60%
 - 2025 - 2050 – 60%

Transportation System

TS.1. New Lane Miles of Arterial Streets (Regional)

Target Setting Methodology

The intent of this measure is to track the total new general purpose arterial lane miles in the SKATS planning area included in the MTP, and the target is shared among Salem, Keizer and Marion County. The target is to build a total of 21 or fewer new general purpose arterial lane miles between 2025 and 2050. Existing streets whose functional classification might be reclassified as arterials do not count towards the target. The target was calculated by accounting for planned new future general purpose arterial lane miles that are included in the 2023–2050 SKATS MTP. The target would be reassessed in the event of a UGB expansion. The baseline is 0 general purpose arterial lane miles. This measure's interim year targets are the same as the 2050 target due to the target functioning as a cumulative upper limit on the total new general purpose arterial lane miles in the planning area.

2025 Baseline: 0 new general purpose arterial lane miles within planning area

2050 Target: 21 maximum new general purpose arterial lane miles within planning area

Target Setting Calculations

1. Interim year targets are set at 21 or fewer because this target is a cumulative measurement, it does not ramp up to 2050.
 - 2025 – 0 (baseline)
 - 2025 - 2030 – 21 or fewer
 - 2025 - 2035 – 21 or fewer
 - 2025 - 2040 – 21 or fewer
 - 2025 - 2045 – 21 or fewer
 - 2025 - 2050 – 21 or fewer

Parking

P.1. Paid Street Parking within Salem's Proposed Primary Climate Friendly Area (Local, Salem Only)

Target Setting Methodology

The intent of this measure is to track the percent of paid on-street parking stalls in Salem's proposed primary Climate-Friendly Area (CFA). The 2050 target is to require payment on 95% of the on-street parking stalls, increasing from a 2024 baseline of 41% paid on-street parking stalls. The 2024 baseline was calculated by finding the total on-street parking stalls in the proposed primary CFA and the stalls that required payment. The target was determined by the City of Salem based on planned parking changes in the Downtown Parking District.¹¹ Parking stalls were included in this analysis if they fell within the CFA or on the right-of-way (either side of the street) adjacent to the proposed primary CFA boundary. Loading zones were excluded from the stall count. Motorcycle stalls were counted the same as car stalls. Stalls that required a permit were counted as paid stalls.

2024 Baseline: 41% of parking stalls require payment in proposed primary CFA (2024)

¹¹ City of Salem Parking, <https://www.cityofsalem.net/community/neighborhoods/parking>

2050 Target: 95% of parking stalls require payment in proposed primary CFA

Target Setting Calculations

1. 2,013 total parking stalls in proposed primary CFA
2. 816 paid parking stalls in proposed primary CFA
3. $816 \text{ paid parking stalls} / 2,013 \text{ total parking stalls} = 41\% \text{ paid parking stalls (2024 baseline)}$
4. Increase paid parking stalls from 41% to 95%
5. $95\% \text{ (2050 target)} - 41\% \text{ (2024 baseline)} = 54\% \text{ change}$
6. $54\% / 26 \text{ years} = 2.1\% \text{ annual change with respect to 2024 baseline}$
 - 2024 – 41% (baseline)
 - 2025 – 43%
 - 2030 – 53%
 - 2035 – 64%
 - 2040 – 74%
 - 2045 – 85%
 - 2050 – 95%

Transit (Cherriots)

TR.1. Transit Service Miles (Regional)

Target Setting Methodology

The intent of this measure is to track the transit service per capita provided by Cherriots, measured in transit revenue miles. Revenue miles are the miles driven while a transit vehicle is accepting fare payments, also known as in service. The target, based on the VisionEval modeling in the preferred scenario, is to increase the revenue miles per capita by 121% from the baseline year to the target year of 2050. The 2023 baseline is 12.9 revenue miles per capita, based on 3,463,866 bus equivalent revenue miles¹² and a regional population of 268,331.¹³ The 2050 target is 28.6 revenue miles per capita, a 121% increase from the baseline. The target was also informed by findings from

¹² Bus equivalent revenue miles are the sum of revenue miles by mode weighted by bus equivalent factors to represent the effectiveness of different modes at attracting ridership. For example, a regular fixed route bus is weighted by 1 while bus-rapid transit is weighted by 1.91 to represent the potential for increased attractiveness to that route. Annual revenue miles by mode for this calculation is from the National Transit Database Agency Profile for the Salem Area Mass Transit District (Cherriots) in 2023, the most recent year available.

¹³ The regional population value used for this calculation is from the National Transit Database Agency Profile for the Salem Area Mass Transit District (Cherriots) in 2023, the most recent year available.

the Cherriots 2024 Needs Assessment Study and Long Range Transit Plan. Revenue miles are limited to all Cherriots bus equivalent vehicles.

2023 Baseline: 12.9 revenue miles per capita

2050 Target: 28.6 revenue miles per capita

Target Setting Calculations

1. $3,463,866$ bus equivalent revenue miles (2023 baseline calculated from NTD) / $268,331$ regional population (2023 baseline from NTD) = 12.9 revenue miles per capita (2023 baseline)
2. 121% increase of revenue miles per capita
3. 12.9 revenue miles per capita (2023 baseline) * 121% = 15.7 increase in revenue miles per capita
4. 12.9 revenue miles per capita (2023 baseline) + 15.7 revenue miles per capita = 28.6 revenue miles per capita (2050 target)
5. 15.7 change / 27 years = 0.6 annual change with respect to a 2023 baseline
 - 2023 – 12.9 (baseline)
 - 2025 – 14.1
 - 2030 – 17.0
 - 2035 – 19.9
 - 2040 – 22.8
 - 2045 – 25.7
 - 2050 – 28.6

Transportation Options (Cherriots)

T0.1. Employer Group Pass Program – Employee Participation (Regional)

Target Setting Methodology

The intent of this measure is to track the total number of commute trips made by employees using the Cherriots Group Pass program.¹⁴ The target is to double the total commute trips from 1,070 trips in the baseline year of 2024 to 2,140 commute trips in the target year of 2050. The baseline was calculated using data from the Cherriots Group Pass program. Any trip taken on the Cherriots system using a transit pass from the Group Pass program is considered a commute trip. The data represents annual trips. The target was informed by VisionEval values from the preferred scenario, which significantly increased the share of workers covered by employer-based transportation options programs.

¹⁴ Cherriots, Group Pass Program, <https://www.cherriots.org/grouppass/>

2024 Baseline: 1,070 commute trips taken annually with Group Pass Program

2050 Target: 2,140 commute trips taken annually with Group Pass Program

Target Setting Calculations

1. 1,070 commute trips made using Group Pass program (2024 baseline)
2. 100% increase in commute trips made using Group Pass program
3. $1,070 \text{ commute trips (2024 baseline)} \times 2 = 2,140 \text{ commute trips (2050 target)}$
4. $1,070 \text{ change in trips} / 26 \text{ years} = 41 \text{ trips annual change with respect to 2024 baseline}$
 - 2024 – 1,070 (baseline)
 - 2025 – 1,111
 - 2030 – 1,317
 - 2035 – 1,523
 - 2040 – 1,728
 - 2045 – 1,934
 - 2050 – 2,140

T0.2. Employer Group Pass Program – Employee Access (Regional)

Target Setting Methodology

The intent of this measure is to track the total number of employees with access to the Group Pass program, which provides reduced cost or free transit passes to employees of participating employers. The target is for 25% of all employees in the planning area to have access through their employers to the Group Pass program. Employee access is provided by employers and is defined as the ability to participate in the Group Pass program. The target was informed by VisionEval values from the preferred scenario, which estimates approximately 50% of workers would have coverage from employer-based programs in 2050. The baseline is 109 employees out of over 123,000 total employees in the region, which rounds to zero percent for the 2024 baseline.

2024 Baseline: 0% of all employees with access to Group Pass Program

2050 Target: 25% of all employees with access to Group Pass Program

Target Setting Calculations

1. 0% of employees with access to Group Pass program (2024 baseline)
2. Target of 25% of all employees
3. $25\% \text{ (2050 target)} - 0\% \text{ (2024 baseline)} = 25\% \text{ change}$
4. $25\% \text{ change} / 26 \text{ years} = 0.96\% \text{ annual change with respect to a 2024 baseline}$

- 2024 – 0% (baseline)
- 2025 – 1%
- 2030 – 6%
- 2035 – 11%
- 2040 – 15%
- 2045 – 20%
- 2050 – 25% of all employees

T0.3. Youth Zero Pass (Regional, Equity)

Target Setting Methodology

The intent of this measure is to track the percentage of public school students who have a Cherriots Youth Zero pass.¹⁵ The target is for 100% of public school students to have access to the Youth Zero pass in 2050. The Youth Zero Pass program allows all youth ages 0 to 18 to ride for free. However, youth ages 14 to 18 are required to have a pass to do so. In 2025, Cherriots started an initiative to integrate the Youth Zero Pass with public school student identification cards. Since students 13 years old or younger are not required to have a pass to board, all students 13 years old or younger are assumed to have access. With public school student IDs now qualifying as a pass, it is assumed that all public school students have access to the Youth Zero Pass. The intent of this measure is to preserve and maintain student access to free transit into the future.

2025 Baseline: 100% of all public school students have a Youth Zero Pass

2050 Target: 100% of all public school students have a Youth Zero Pass

Target Setting Calculations

1. 100% of public school students with Youth Zero pass (2025 baseline)
2. 100% of public school students have Youth Zero pass (2050 target)
3. There is no change and the target of 100% is to be maintained to 2050.
 - 2025 – 100% (baseline)
 - 2030 – 100%
 - 2035 – 100%
 - 2040 – 100%
 - 2045 – 100%
 - 2050 – 100%

¹⁵ Cherriots, Youth Zero Pass, <https://www.cherriots.org/youthzeropass/>

T0.4. Vanpool Program (Regional, Equity)

Target Setting Methodology

The intent of this measure is to track the number of passenger trips taken using the Cherriots Vanpool Program.¹⁶ The 2050 target is to double the amount of annual passenger trips taken by vanpool from the 2024 baseline of 84,033 trips. The baseline was calculated using Cherriots data. Passenger trips are allocated on an individual basis; if five passengers share a van, five trips are counted. Participation in the Cherriots Vanpool Program is expected to be one of multiple employer-based programs that provide transportation options to employees of the Salem-Keizer region to achieve participation rates in line with the preferred scenario.

2024 Baseline: 84,033 passenger trips

2050 Target: 168,066 passenger trips

Target Setting Calculations

1. 84,033 passenger trips taken using vanpool program (2024 baseline)
2. 100% increase in passenger trips taken using vanpool program
3. $84,033 \text{ passenger trips (2024 baseline)} \times 2 = 168,066 \text{ passenger trips (2050 target)}$
4. $84,033 \text{ change in trips} / 26 \text{ years} = 3,232 \text{ trips annual change with respect to 2024 baseline}$
 - 2024 – 84,033 (baseline)
 - 2025 – 87,265
 - 2030 – 103,425
 - 2035 – 119,585
 - 2040 – 135,746
 - 2045 – 151,906
 - 2050 – 168,066

¹⁶ Cherriots, Carpool / Vanpool, <https://www.cherriots.org/carpool/>

Appendix C-1

Transportation Options

Appendix to Target-Setting Methodology: Transportation Options Monitoring for Preferred Scenario

The preferred scenario includes a doubling of employees engaged in Transportation Demand Management (TDM) programs, to cover 49% of all workers, and the introduction of household-based TDM programs, to cover 36% of households by 2050. The future TDM programs within the Salem-Keizer region covers the full range of Cherriots Transportation Options Program activities, as well as education and outreach to support the activities. This includes transit pass programs, carpool and vanpool, telework, employer services, walking and biking resources, and an emergency ride home program. Cherriots currently operates these programs for the region and expects these programs, based on funding availability, to increase in the future to support the planned increase in transit service. As part of monitoring progress on the preferred scenario, Cherriots will track progress on growing existing programs related to the Youth Zero Pass, Group pass, and Vanpools.

The performance measures and targets Cherriots will track as part of implementing the preferred scenario account for approximately 5% of Employer and 4% of Household future TDM levels in the preferred scenario. The remaining TDM actions in the preferred scenario include combinations of additional strategies for:

- **Household programs-** transportation wallet, safe routes to school improvements, electric micromobility, bike share, individualized marketing campaigns, and other transit pass programs.
- **Employer programs-** other transit pass subsidies, telework, parking programs (cash out employee parking and/or elimination of parking subsidies), bike share, on site rideshare, and other vanpool programs.

To fully monitor progress on the preferred scenario the region will need to collectively work together to develop and track additional TDM programs to achieve the overall regional Transportation Option levels in the preferred scenario by 2050. These programs can be considered and further explored through the existing collaborative regional planning processes such as updates to local jurisdiction Transportation System Plans, Cherriots Long Range Transit Plan, and the SKATs Metropolitan Transportation Plan. These programs are most effective in combination with the high transit service levels of the preferred scenario. Additionally, the preferred scenario's inclusion of state-led actions on per mile pricing is expected to help make these programs more attractive and increase the associated reduction in VMT and GHG by 2050. Many different mixes of activities and participation rates could achieve the preferred scenario levels. It is up to the jurisdictions and Cherriots to work in coordination to determine the appropriate mix of future TDM actions for the region.

Transportation Options Programs

The following section provides a menu of transportation options programs for both the employee and the household or individual. The activities and associated potential trip reduction rates are informed by the Oregon Department of Environmental Quality (DEQ) Employee Commute Options (ECO) Sample Trip Reduction Plan¹ and the ODOT Transportation Options program. The Oregon DEQ ECO Sample Trip Reduction Plan includes a higher level of detail about the definition of each strategy, the

¹ Oregon Department of Environmental Quality, Employee Commute Options (ECO) Sample Trip Reduction Plan. <https://www.oregon.gov/deq/FilterDocs/ECOSamplePlan.pdf>

types of employees eligible for each strategy, the definition for levels of transit service, and associated trip reductions.

Table 1 lists a menu of some of the transportation options strategies that the region and its employers could pursue to meet these preferred scenario targets. Not every strategy will be suitable or available to all employees, households or individuals, therefore a mix of strategies that target different areas, commute patterns, and abilities will be needed.

Table 1. Employee and Commute-Related Programs

Employee and Commute Strategy	Sub Strategy	Potential Trip Reduction of Employees Offered Strategy
Telecommuting	Full Time	82%–91%
	1–2 Days Week	14%–36%
Compressed Work Week	9/80 schedule	7%–9%
	4/40 schedule	16%–18%
	3/36 schedule	32%–36%
Transit Pass Subsidy	Full subsidy	0.5%–36% dependent on level of transit service available
	Half subsidy	0%–16% dependent on level of transit service available
Cash Out Employee Parking	–	2%–20% dependent on level of transit service available
Eliminate Parking Subsidies	–	2%–20% dependent on level of transit service available
Reduced Cost Parking for HOV	–	1%–3%
Alternative Mode Subsidy	Full subsidy	1%–34% dependent on level of transit service available
	Half subsidy	0.5%–17% dependent on level of transit service available
On-Site Services	–	1%–2%
Bicycling Program	–	0%–10%
On-Site Rideshare Matching for Carpools and Vanpools	Without support strategies	1%–2%
	With support strategies	6%–8%
Vanpool	Company-provided vans with a fee	15%–25%
	Company-subsidized vans	30%–40%
Gifts/Awards for Alternative Mode Use	–	0%–3%
Provide Buspools	–	3%–11%
Walking Program	–	0%–3%
Time Off with Pay for Alternative Mode Use	–	1%–2%
Company Cars for Business Travel	–	0%–1%
Guaranteed Ride Home Program	–	1%–3%

Table 2 includes potential household and individual strategies summarized from known programs in the region and the ODOT Transportation Options program. Less information is available about the

effectiveness of these types of programs, therefore participation rates for households or individuals that are offered the programs are not included.

Table 2. Household and Individual Strategies

Student transit pass programs (assumed grades 7 through 12).
Other transit pass programs (low-income, seniors and people with disabilities, affordable housing residents, other target groups).
Transportation wallet (temporary programs, location-based such as a parking district, or income-based).
Safe Routes to School.
Targeted/individualized marketing campaigns (highly targeted, typically to a single neighborhood or section of a city, most effective in places with ample walking/biking/transit access).
Shared e-micromobility (bikeshare/scooter share).
Shared micromobility (conventional bikeshare, not electric).
Untargeted/city-wide/region-wide marketing campaigns (e.g., “Try Transit” type campaigns).
Trip logging incentive or challenge programs (non-employer-based, e.g., “Get There Challenge”).
Bike/scooter rebates.

Appendix D

Target-Setting Methodology for Keizer

DATE: November 2025
TO: City of Keizer, ODOT
FROM: Parametrix
SUBJECT: Appendix: City of Keizer Target-Setting Methodology
PROJECT NAME: Climate Office Technical Analysis and Support

Appendix: Keizer Target-Setting Methodology

This appendix describes the methodology used to calculate and set targets for jurisdictions' performance measures as required by Oregon Administrative Rule (OAR) 660-012-0910 and described in the Implementation chapter of the Salem-Keizer Regional Scenario Planning Report. Future targets for each performance measure were set at levels to implement the preferred scenario by 2050. Target values were calculated using several sources, including the VisionEval Scenario Planning tool,¹ the SKATS Travel Demand Model,² local Transportation System Plans (TSPs), existing programs of the jurisdictions and Cherriots, and professional analysis and evaluation. The performance targets are set from a baseline year which varies depending on data source and data availability; baseline years of 2023, 2024 and 2025 are in use. Future year targets are consistent with the region's metropolitan GHG reduction targets in OAR 660-044-0025 and the SKATS 2023-2050 Metropolitan Transportation Plan (MTP) horizon year of 2050.³ Interim year targets are every five years, aligned with the MTP update cycle.

The equity performance measures aim to incorporate and prioritize jurisdiction-wide greenhouse gas (GHG) reduction efforts as they relate to underserved populations, defined in OAR 660-012-0125 (2). The project team identified these communities' locations using the Oregon Department of Transportation (ODOT) Social Equity Index (SEI)⁴, which relies on U.S. Census American Community Survey (ACS) data to form scores for block groups ranging from "Low" disparity to "High" disparity. This memo refers to areas in the "High" disparity category as "underserved neighborhoods", which should receive focused attention in engagement and decision-making to address historic and current inequities.

Active Transportation

AT.1. Bike and Pedestrian Network (Local)

Target Setting Methodology

The intent of this measure is to advance the strategy of shifting a share of drive-alone trips to bicycles and other active modes. The target is to complete 93 miles of bicycle and pedestrian

¹ Oregon Modeling Improvement Program, VisionEval Model, https://www.oregon.gov/odot/climate/Documents/VisionEval_Model_Information.pdf

² SKATS, Salem-Keizer Metropolitan Area Travel Demand Model, <https://www.mwvcog.org/transportation/page/salem-keizer-metropolitan-area-travel-demand-model>

³ SKATS, 2023-2050 MTP, Chapter 7, <https://www.mwvcog.org/media/6906>

⁴ ODOT, Social Equity Index Map, <https://www.oregon.gov/odot/state-of-the-system/pages/equity.aspx>

facilities by 2050. The baseline was calculated by measuring the existing mileage of the pedestrian and bicycle network from GIS data as of July 2025.⁵ Mileage related to bicycle infrastructure was measured for all street classifications; mileage related to pedestrian infrastructure was measured on major arterial, minor arterial, and collector streets.⁶ Mileage was measured accounting for single directions of travel. Multi-use paths were included if they were part of TSP bike routes data or if they were part of a proposed pedestrian project. Multi-use path mileage was measured using centerline miles. Total future aspirational miles are equal to the sum of the 1) mileage of existing pedestrian and bicycle network and 2) mileage of planned pedestrian and bicycle projects included in the 2014 Keizer TSP.⁷

2025 Baseline: 73 miles of pedestrian and bicycle network

2050 Target: 93 miles of pedestrian and bicycle network

Target Setting Calculations

1. Set interim targets assuming linear progress every 5 years from 2025 to 2050.

Calculations:

- $93 \text{ (2050 target)} - 73 \text{ (2025 baseline)} = 20 \text{ miles}$
- $20 \text{ miles} / 25 \text{ years} = 0.78 \text{ miles annual change with respect to 2025 baseline}$
- 2025 – 73 miles (baseline)
- 2030 – 77 miles
- 2035 – 81 miles
- 2040 – 85 miles
- 2045 – 89 miles
- 2050 – 93 miles

AT.2. Pedestrian Networks in Underserved Neighborhoods (Local, Equity)

Target Setting Methodology

This measure is similar to AT.1 but aims to specifically track pedestrian infrastructure in underserved neighborhoods. Using the same calculation method as AT.1, the baseline was calculated by measuring the existing mileage of the pedestrian network from GIS data as of July 2025 but looking only within the underserved neighborhoods. Mileage related to pedestrian infrastructure was measured on minor arterial, major arterial, and collector streets. Sidewalk mileage was measured accounting for single directions of travel. Multi-use paths were included if they were part of a proposed pedestrian project and mileage was measured using centerline miles. Total future

⁵ Facilities are defined as existing if they were in place as of July 2025.

⁶ For the purpose of performance measure AT.1 and AT.2, bike and pedestrian facilities are limited to miles of existing and proposed linear facilities. Intersection projects are not included.

⁷ Keizer, Transportation System Plan, <https://evogov.s3.amazonaws.com/media/60/media/49250.pdf>

aspirational miles are equal to the sum of the 1) mileage of the existing pedestrian network in underserved neighborhoods and 2) mileage of the planned pedestrian network in underserved neighborhoods.

2025 Baseline: 11.6 miles of pedestrian network within underserved neighborhoods

2050 Target: 12.7 miles of pedestrian network within underserved neighborhoods

Target Setting Calculations

1. Set interim targets assuming linear progress every 5 years from 2025 to 2050.

Calculations:

- 12.7 (2050 target) – 11.6 (2025 baseline) = 1.1 miles
- 1.1 miles / 25 years = 0.04 miles annual change with respect to 2025 baseline
- 2025 – 11.6 miles (baseline)
- 2030 – 11.8 miles
- 2035 – 12.0 miles
- 2040 – 12.3 miles
- 2045 – 12.5 miles
- 2050 – 12.7 miles

Land Use

LU.1. Transit Access for New Housing – Core Transit Network (Local)

Target Setting Methodology

The intent of this measure is to track the share of new housing that is near the Cherriots Core Network. The target is to have 50% of all new housing units permitted⁸ within $\frac{1}{2}$ mile of the Core Network. The target is a cumulative measurement of all new units permitted within Keizer from a baseline of 0 new units. The Core Network is based on the existing Core Network as of each reporting year. Though there may be some small changes or an expansion to the corridors, according to the Cherriots Service Guidelines⁹, the Core Network is a set of transit corridors where Cherriots has committed to providing stable service into the future. Even if the routes do change, the Core Network corridors will continue to be served and prioritized for frequency and reliability. If the Core Network expands, this additional area can encompass a higher share of new housing units and should be accordingly incorporated into updated calculations each reporting year. Every interim reporting year will reassess the cumulative share of new housing permitted since the baseline year of 2025.

⁸ New housing units permitted are dwelling units that have been issued a building permit

⁹ Cherriots, Service Guidelines for Bus Service 2018 Edition, page 47

https://www.cherriots.org/media/doc/Cherriots_Service_Guidelines_-_2018_Edition_-_2018-01-05.pdf

2025 Baseline: 0% of new housing units permitted within ½ mile of Core Network

2050 Target: 50% of new housing units permitted within ½ mile of Core Network

Target Setting Calculations

1. Calculate share of new housing permitted within ½ mile of Core Network compared to all new housing permitted within Keizer.

Calculations:

- Baseline is 0% because the measure is based on new units.
- Target is 50%. To calculate the percentage each reporting year:
 - Gather the total new housing units permitted within Keizer since 2025 (baseline)
 - Determine the new housing units permitted that are within Keizer and within ½ mile of Core Network since 2025 (baseline)
 - Divide the units within ½ mile of Core Network by the total of all new units to reach the percentage for reporting.
- Interim year targets are set at 50% because this target is a cumulative measurement of all new units permitted since 2025 (baseline); it does not ramp up to 50% in 2050 because the cumulative percentage may fall short.
 - 2025 – 0% (baseline)
 - 2025 - 2030 – 50%
 - 2025 - 2035 – 50%
 - 2025 - 2040 – 50%
 - 2025 - 2045 – 50%
 - 2025 - 2050 – 50%

Transportation System

TS.1. New Lane Miles of Arterial Streets (Regional)

Target Setting Methodology

The intent of this measure is to track the total new general purpose arterial lane miles in the SKATS planning area included in the MTP, and the target is shared among Salem, Keizer and Marion County. The target is to build a total of 21 or fewer new general purpose arterial lane miles between 2025 and 2050. Existing streets whose functional classification might be reclassified as arterials do not count towards the target. The target was calculated by accounting for planned new future general purpose arterial lane miles that are included in the 2023–2050 SKATS MTP. The target would be reassessed in the event of a UGB expansion. The baseline is 0 general purpose arterial lane miles. This measure's interim year targets are the same as the 2050 target due to the target

functioning as a cumulative upper limit on the total new general purpose arterial lane miles in the planning area.

2025 Baseline: 0 new general purpose arterial lane miles within planning area

2050 Target: 21 maximum new general purpose arterial lane miles within planning area

Target Setting Calculations

1. Interim year targets are set at 21 or fewer because this target is a cumulative measurement, it does not ramp up to 2050.
 - 2025 – 0 (baseline)
 - 2025 - 2030 – 21 or fewer
 - 2025 - 2035 – 21 or fewer
 - 2025 - 2040 – 21 or fewer
 - 2025 - 2045 – 21 or fewer
 - 2025 - 2050 – 21 or fewer

Transit (Cherriots)

TR.1. Transit Service Miles (Regional)

Target Setting Methodology

The intent of this measure is to track the transit service per capita provided by Cherriots, measured in transit revenue miles. Revenue miles are the miles driven while a transit vehicle is accepting fare payments, also known as in service. The target, based on the VisionEval modeling in the preferred scenario, is to increase the revenue miles per capita by 121% from the baseline year to the target year of 2050. The 2023 baseline is 12.9 revenue miles per capita, based on 3,463,866 bus equivalent revenue miles¹⁰ and a regional population of 268,331.¹¹ The 2050 target is 28.6 revenue miles per capita, a 121% increase from the baseline. The target was also informed by findings from the Cherriots 2024 Needs Assessment Study and Long Range Transit Plan. Revenue miles are limited to all Cherriots bus equivalent vehicles.

2023 Baseline: 12.9 revenue miles per capita

2050 Target: 28.6 revenue miles per capita

¹⁰ Bus equivalent revenue miles are the sum of revenue miles by mode weighted by bus equivalent factors to represent the effectiveness of different modes at attracting ridership. For example, a regular fixed route bus is weighted by 1 while bus-rapid transit is weighted by 1.91 to represent the potential for increased attractiveness to that route. Annual revenue miles by mode for this calculation is from the National Transit Database Agency Profile for the Salem Area Mass Transit District (Cherriots) in 2023, the most recent year available.

¹¹ The regional population value used for this calculation is from the National Transit Database Agency Profile for the Salem Area Mass Transit District (Cherriots) in 2023, the most recent year available.

Target Setting Calculations

1. $3,463,866$ bus equivalent revenue miles (2023 baseline calculated from NTD) / $268,331$ regional population (2023 baseline from NTD) = 12.9 revenue miles per capita (2023 baseline)
2. 121% increase of revenue miles per capita
3. 12.9 revenue miles per capita (2023 baseline) * 121% = 15.7 increase in revenue miles per capita
4. 12.9 revenue miles per capita (2023 baseline) + 15.7 revenue miles per capita = 28.6 revenue miles per capita (2050 target)
5. 15.7 change / 27 years = 0.6 annual change with respect to a 2023 baseline
 - 2023 – 12.9 (baseline)
 - 2025 – 14.1
 - 2030 – 17.0
 - 2035 – 19.9
 - 2040 – 22.8
 - 2045 – 25.7
 - 2050 – 28.6

Transportation Options (Cherriots)

TO.1. Employer Group Pass Program – Employee Participation (Regional)

Target Setting Methodology

The intent of this measure is to track the total number of commute trips made by employees using the Cherriots Group Pass program.¹² The target is to double the total commute trips from $1,070$ trips in the baseline year of 2024 to $2,140$ commute trips in the target year of 2050. The baseline was calculated using data from the Cherriots Group Pass program. Any trip taken on the Cherriots system using a transit pass from the Group Pass program is considered a commute trip. The data represents annual trips. The target was informed by VisionEval values from the preferred scenario, which significantly increased the share of workers covered by employer-based transportation options programs.

2024 Baseline: $1,070$ commute trips taken annually with Group Pass Program

2050 Target: $2,140$ commute trips taken annually with Group Pass Program

¹² Cherriots, Group Pass Program, <https://www.cherriots.org/grouppass/>

Target Setting Calculations

1. 1,070 commute trips made using Group Pass program (2024 baseline)
2. 100% increase in commute trips made using Group Pass program
3. 1,070 commute trips (2024 baseline) * 2 = 2,140 commute trips (2050 target)
4. 1,070 change in trips / 26 years = 41 trips annual change with respect to 2024 baseline
 - 2024 - 1,070 (baseline)
 - 2025 - 1,111
 - 2030 - 1,317
 - 2035 - 1,523
 - 2040 - 1,728
 - 2045 - 1,934
 - 2050 - 2,140

T0.2. Employer Group Pass Program – Employee Access (Regional)

Target Setting Methodology

The intent of this measure is to track the total number of employees with access to the Group Pass program, which provides reduced cost or free transit passes to employees of participating employers. The target is for 25% of all employees in the planning area to have access through their employers to the Group Pass program. Employee access is provided by employers and is defined as the ability to participate in the Group Pass program. The target was informed by VisionEval values from the preferred scenario, which estimates approximately 50% of workers would have coverage from employer-based programs in 2050. The baseline is 109 employees out of over 123,000 total employees in the region, which rounds to zero percent for the 2024 baseline.

2024 Baseline: 0% of all employees with access to Group Pass Program

2050 Target: 25% of all employees with access to Group Pass Program

Target Setting Calculations

1. 0% of employees with access to Group Pass program (2024 baseline)
2. Target of 25% of all employees
3. 25% (2050 target) - 0% (2024 baseline) = 25% change
4. 25% change / 26 years = 0.96% annual change with respect to a 2024 baseline
 - 2024 - 0% (baseline)
 - 2025 - 1%

- 2030 – 6%
- 2035 – 11%
- 2040 – 15%
- 2045 – 20%
- 2050 – 25% of all employees

T0.3. Youth Zero Pass (Regional, Equity)

Target Setting Methodology

The intent of this measure is to track the percentage of public school students who have a Cherriots Youth Zero pass.¹³ The target is for 100% of public school students to have access to the Youth Zero pass in 2050. The Youth Zero Pass program allows all youth ages 0 to 18 to ride for free. However, youth ages 14 to 18 are required to have a pass to do so. In 2025, Cherriots started an initiative to integrate the Youth Zero Pass with public school student identification cards. Since students 13 years old or younger are not required to have a pass to board, all students 13 years old or younger are assumed to have access. With public school student IDs now qualifying as a pass, it is assumed that all public school students have access to the Youth Zero Pass. The intent of this measure is to preserve and maintain student access to free transit into the future.

2025 Baseline: 100% of all public school students have a Youth Zero Pass

2050 Target: 100% of all public school students have a Youth Zero Pass

Target Setting Calculations

1. 100% of public school students with Youth Zero pass (2025 baseline)
2. 100% of public school students have Youth Zero pass (2050 target)
3. There is no change and the target of 100% is to be maintained to 2050.
 - 2025 – 100% (baseline)
 - 2030 – 100%
 - 2035 – 100%
 - 2040 – 100%
 - 2045 – 100%
 - 2050 – 100%

¹³ Cherriots, Youth Zero Pass, <https://www.cherriots.org/youthzeropass/>

T0.4. Vanpool Program (Regional, Equity)

Target Setting Methodology

The intent of this measure is to track the number of passenger trips taken using the Cherriots Vanpool Program.¹⁴ The 2050 target is to double the amount of annual passenger trips taken by vanpool from the 2024 baseline of 84,033 trips. The baseline was calculated using Cherriots data. Passenger trips are allocated on an individual basis; if five passengers share a van, five trips are counted. Participation in the Cherriots Vanpool Program is expected to be one of multiple employer-based programs that provide transportation options to employees of the Salem-Keizer region to achieve participation rates in line with the preferred scenario.

2024 Baseline: 84,033 passenger trips

2050 Target: 168,066 passenger trips

Target Setting Calculations

1. 84,033 passenger trips taken using vanpool program (2024 baseline)
2. 100% increase in passenger trips taken using vanpool program
3. $84,033 \text{ passenger trips (2024 baseline)} \times 2 = 168,066 \text{ passenger trips (2050 target)}$
4. $84,033 \text{ change in trips} / 26 \text{ years} = 3,232 \text{ trips annual change with respect to 2024 baseline}$
 - 2024 – 84,033 (baseline)
 - 2025 – 87,265
 - 2030 – 103,425
 - 2035 – 119,585
 - 2040 – 135,746
 - 2045 – 151,906
 - 2050 – 168,066

¹⁴ Cherriots, Carpool / Vanpool, <https://www.cherriots.org/carpool/>

Appendix D-1

Transportation Options

Appendix to Target-Setting Methodology: Transportation Options Monitoring for Preferred Scenario

The preferred scenario includes a doubling of employees engaged in Transportation Demand Management (TDM) programs, to cover 49% of all workers, and the introduction of household-based TDM programs, to cover 36% of households by 2050. The future TDM programs within the Salem-Keizer region covers the full range of Cherriots Transportation Options Program activities, as well as education and outreach to support the activities. This includes transit pass programs, carpool and vanpool, telework, employer services, walking and biking resources, and an emergency ride home program. Cherriots currently operates these programs for the region and expects these programs, based on funding availability, to increase in the future to support the planned increase in transit service. As part of monitoring progress on the preferred scenario, Cherriots will track progress on growing existing programs related to the Youth Zero Pass, Group pass, and Vanpools.

The performance measures and targets Cherriots will track as part of implementing the preferred scenario account for approximately 5% of Employer and 4% of Household future TDM levels in the preferred scenario. The remaining TDM actions in the preferred scenario include combinations of additional strategies for:

- **Household programs-** transportation wallet, safe routes to school improvements, electric micromobility, bike share, individualized marketing campaigns, and other transit pass programs.
- **Employer programs-** other transit pass subsidies, telework, parking programs (cash out employee parking and/or elimination of parking subsidies), bike share, on site rideshare, and other vanpool programs.

To fully monitor progress on the preferred scenario the region will need to collectively work together to develop and track additional TDM programs to achieve the overall regional Transportation Option levels in the preferred scenario by 2050. These programs can be considered and further explored through the existing collaborative regional planning processes such as updates to local jurisdiction Transportation System Plans, Cherriots Long Range Transit Plan, and the SKATs Metropolitan Transportation Plan. These programs are most effective in combination with the high transit service levels of the preferred scenario. Additionally, the preferred scenario's inclusion of state-led actions on per mile pricing is expected to help make these programs more attractive and increase the associated reduction in VMT and GHG by 2050. Many different mixes of activities and participation rates could achieve the preferred scenario levels. It is up to the jurisdictions and Cherriots to work in coordination to determine the appropriate mix of future TDM actions for the region.

Transportation Options Programs

The following section provides a menu of transportation options programs for both the employee and the household or individual. The activities and associated potential trip reduction rates are informed by the Oregon Department of Environmental Quality (DEQ) Employee Commute Options (ECO) Sample Trip Reduction Plan¹ and the ODOT Transportation Options program. The Oregon DEQ ECO Sample Trip Reduction Plan includes a higher level of detail about the definition of each strategy, the

¹ Oregon Department of Environmental Quality, Employee Commute Options (ECO) Sample Trip Reduction Plan. <https://www.oregon.gov/deq/FilterDocs/ECOSamplePlan.pdf>

types of employees eligible for each strategy, the definition for levels of transit service, and associated trip reductions.

Table 1 lists a menu of some of the transportation options strategies that the region and its employers could pursue to meet these preferred scenario targets. Not every strategy will be suitable or available to all employees, households or individuals, therefore a mix of strategies that target different areas, commute patterns, and abilities will be needed.

Table 1. Employee and Commute-Related Programs

Employee and Commute Strategy	Sub Strategy	Potential Trip Reduction of Employees Offered Strategy
Telecommuting	Full Time	82%–91%
	1–2 Days Week	14%–36%
Compressed Work Week	9/80 schedule	7%–9%
	4/40 schedule	16%–18%
	3/36 schedule	32%–36%
Transit Pass Subsidy	Full subsidy	0.5%–36% dependent on level of transit service available
	Half subsidy	0%–16% dependent on level of transit service available
Cash Out Employee Parking	–	2%–20% dependent on level of transit service available
Eliminate Parking Subsidies	–	2%–20% dependent on level of transit service available
Reduced Cost Parking for HOV	–	1%–3%
Alternative Mode Subsidy	Full subsidy	1%–34% dependent on level of transit service available
	Half subsidy	0.5%–17% dependent on level of transit service available
On-Site Services	–	1%–2%
Bicycling Program	–	0%–10%
On-Site Rideshare Matching for Carpools and Vanpools	Without support strategies	1%–2%
	With support strategies	6%–8%
Vanpool	Company-provided vans with a fee	15%–25%
	Company-subsidized vans	30%–40%
Gifts/Awards for Alternative Mode Use	–	0%–3%
Provide Buspools	–	3%–11%
Walking Program	–	0%–3%
Time Off with Pay for Alternative Mode Use	–	1%–2%
Company Cars for Business Travel	–	0%–1%
Guaranteed Ride Home Program	–	1%–3%

Table 2 includes potential household and individual strategies summarized from known programs in the region and the ODOT Transportation Options program. Less information is available about the

effectiveness of these types of programs, therefore participation rates for households or individuals that are offered the programs are not included.

Table 2. Household and Individual Strategies

Student transit pass programs (assumed grades 7 through 12).
Other transit pass programs (low-income, seniors and people with disabilities, affordable housing residents, other target groups).
Transportation wallet (temporary programs, location-based such as a parking district, or income-based).
Safe Routes to School.
Targeted/individualized marketing campaigns (highly targeted, typically to a single neighborhood or section of a city, most effective in places with ample walking/biking/transit access).
Shared e-micromobility (bikeshare/scooter share).
Shared micromobility (conventional bikeshare, not electric).
Untargeted/city-wide/region-wide marketing campaigns (e.g., “Try Transit” type campaigns).
Trip logging incentive or challenge programs (non-employer-based, e.g., “Get There Challenge”).
Bike/scooter rebates.

Appendix E

Target-Setting Methodology for Marion County

DATE: November 2025
TO: Marion County, ODOT
FROM: Parametrix
SUBJECT: Appendix: Marion County Target-Setting Methodology
PROJECT NAME: Climate Office Technical Analysis and Support

Appendix: Marion County Target-Setting Methodology

This appendix describes the methodology used to calculate and set targets for jurisdictions' performance measures as required by Oregon Administrative Rule (OAR) 660-012-0910 and described in the Implementation chapter of the Salem-Keizer Regional Scenario Planning Report. Future targets for each performance measure were set at levels to implement the preferred scenario by 2050. Target values were calculated using several sources, including the VisionEval Scenario Planning tool,¹ the SKATS Travel Demand Model,² local Transportation System Plans (TSPs), existing programs of the jurisdictions and Cherriots, and professional analysis and evaluation. The performance targets are set from a baseline year which varies depending on data source and data availability; baseline years of 2023, 2024 and 2025 are in use. Future year targets are consistent with the region's metropolitan GHG reduction targets in OAR 660-044-0025 and the SKATS 2023-2050 Metropolitan Transportation Plan (MTP) horizon year of 2050.³ Interim year targets are every five years, aligned with the MTP update cycle.

The equity performance measures aim to incorporate and prioritize jurisdiction-wide greenhouse gas (GHG) reduction efforts as they relate to underserved populations, defined in OAR 660-012-0125 (2). The project team identified these communities' locations using the Oregon Department of Transportation (ODOT) Social Equity Index (SEI)⁴, which relies on U.S. Census American Community Survey (ACS) data to form scores for block groups ranging from "Low" disparity to "High" disparity. This memo refers to areas in the "High" disparity category as "underserved neighborhoods", which should receive focused attention in engagement and decision-making to address historic and current inequities.

¹ Oregon Modeling Improvement Program, VisionEval Model, https://www.oregon.gov/odot/climate/Documents/VisionEval_Model_Information.pdf

² SKATS, Salem-Keizer Metropolitan Area Travel Demand Model, <https://www.mwvcog.org/transportation/page/salem-keizer-metropolitan-area-travel-demand-model>

³ SKATS, 2023-2050 MTP, Chapter 7, <https://www.mwvcog.org/media/6906>

⁴ ODOT, Social Equity Index Map, <https://www.oregon.gov/odot/state-of-the-system/pages/equity.aspx>

Active Transportation

AT.1. Bike and Pedestrian Network (Local)

Target Setting Methodology

The intent of this measure is to advance the strategy of shifting a share of drive-alone trips to bicycles, walking, and other active modes. The target for Marion County is to complete 24 miles of pedestrian facilities by 2050. The baseline was calculated by measuring the existing mileage of the pedestrian network from GIS data as of July 2025.⁵ Mileage related to pedestrian infrastructure was measured on all roadway classifications.⁶ Mileage was measured accounting for single directions of travel. Multi-use paths were included if they were part of a proposed pedestrian project. Multi-use path mileage was measured using centerline miles. Total future aspirational miles are equal to the sum of the 1) mileage of existing pedestrian network and 2) mileage of planned pedestrian projects included in the 2023 Salem TSP, the 2014 Keizer TSP, and the 2010 Marion County Safe Routes to School Engineering Solutions.^{7 8 9}

2025 Baseline: 27 miles of pedestrian network

2050 Target: 51 miles of pedestrian network

Target Setting Calculations

1. Set interim targets assuming linear progress every 5 years from 2025 to 2050.

Calculations:

- $51 \text{ (2050 target)} - 27 \text{ (2025 baseline)} = 24 \text{ miles}$
- $24 \text{ miles} / 25 \text{ years} = 1 \text{ mile annual change with respect to 2025 baseline}$
 - 2025 – 27 miles (baseline)
 - 2030 – 31 miles
 - 2035 – 36 miles
 - 2040 – 41 miles
 - 2045 – 46 miles
 - 2050 – 51 miles

⁵ Facilities are defined as existing if they were in place as of July 2025.

⁶ For the purpose of performance measure AT.1 and AT.2, bike and pedestrian facilities are limited to miles of existing and proposed linear facilities. Intersection projects are not included.

⁷ Salem, Transportation System Plan, <https://www.cityofsalem.net/home/showpublisheddocument/5158/638602661053630000>

⁸ Keizer, Transportation System Plan, <https://evogov.s3.amazonaws.com/media/60/media/49250.pdf>

⁹ Marion County, Safe Routes to School Engineering Solutions (2010).

AT.2. Pedestrian Networks in Underserved Neighborhoods (Local, Equity)

Target Setting Methodology

This measure is similar to AT.1 but aims to specifically track pedestrian infrastructure in underserved neighborhoods. Using the same calculation method as AT.1, the baseline was calculated by measuring the existing mileage of the pedestrian network from GIS data as of July 2025 but looking only within the underserved neighborhoods. Mileage related to pedestrian infrastructure was measured on all roadway classifications. Sidewalk mileage was measured accounting for single directions of travel. Multi-use paths were included if they were part of a proposed pedestrian project and mileage was measured using centerline miles. Total future aspirational miles are equal to the sum of the 1) mileage of existing pedestrian network in underserved neighborhoods and 2) mileage of planned pedestrian network in underserved neighborhoods. AT1 and AT2 have the same base and target values because all the future projects in the Marion County portions of the Salem UGB are located in equity areas.

2025 Baseline: 27 miles of pedestrian network within underserved neighborhoods

2050 Target: 51 miles of pedestrian network within underserved neighborhoods

Target Setting Calculations

1. Set interim targets assuming linear progress every 5 years from 2025 to 2050.

Calculations:

- $51 \text{ (2050 target)} - 27 \text{ (2025 baseline)} = 24 \text{ miles}$
- $24 \text{ miles} / 25 \text{ years} = 1 \text{ mile annual change with respect to 2025 baseline}$
 - 2025 – 27 miles (baseline)
 - 2030 – 31 miles
 - 2035 – 36 miles
 - 2040 – 41 miles
 - 2045 – 46 miles
 - 2050 – 51 miles

Land Use

LU.1. Transit Access for New Housing – Core Transit Network (Local)

Target Setting Methodology

The intent of this measure is to track the share of new housing that is near the Cherriots Core Network. The target is to have 2% of all new housing units permitted¹⁰ within ½ mile of the Core Network. The target is a cumulative measurement of all new units permitted within the portion of

¹⁰ New housing units permitted are dwelling units that have been issued a building permit

Marion County within the Salem-Keizer UGB from a baseline of 0 new units. The Core Network is based on the existing Core Network as of each reporting year. Though there may be some small changes or an expansion to the corridors, according to the Cherriots Service Guidelines¹¹, the Core Network is a set of transit corridors where Cherriots has committed to providing stable service into the future. Even if the routes do change, the Core Network corridors will continue to be served and prioritized for frequency and reliability. If the Core Network expands, this additional area can encompass a higher share of new housing units and should be accordingly incorporated into updated calculations each reporting year. Every interim reporting year will reassess the cumulative share of new housing permitted since the baseline year of 2025.

2025 Baseline: 0% of new housing units permitted within ½ mile of Core Network

2050 Target: 2% of new housing units permitted within ½ mile of Core Network

Target Setting Calculations

1. Calculate share of new housing permitted within ½ mile of Core Network compared to all new housing permitted within the portion of Marion County within the Salem-Keizer UGB.

Calculations:

- Baseline is 0% because the measure is based on new units.
- Target is 2%. To calculate the percentage each reporting year:
 - Gather the total new housing units permitted within the portion of Marion County within the Salem-Keizer UGB since 2025 (baseline)
 - Determine the new housing units permitted that are within Salem and within ½ mile of Core Network since 2025 (baseline)
 - Divide the units within ½ mile of Core Network by the total of all new units to reach the percentage for reporting.
- Interim year targets are set at 2% because this target is a cumulative measurement of all new units permitted since 2025 (baseline); it does not ramp up to 2% in 2050 because the cumulative percentage may fall short.
 - 2025 – 0% (baseline)
 - 2025 - 2030 – 2%
 - 2025 - 2035 – 2%
 - 2025 - 2040 – 2%
 - 2025 - 2045 – 2%
 - 2025 - 2050 – 2%

¹¹ Cherriots, Service Guidelines for Bus Service 2018 Edition, page 47
https://www.cherriots.org/media/doc/Cherriots_Service_Guidelines_-_2018_Edition_-_2018-01-05.pdf

Transportation System

TS.1. New Lane Miles of Arterial Streets (Regional)

Target Setting Methodology

The intent of this measure is to track the total new general purpose arterial lane miles in the SKATS planning area included in the MTP, and the target is shared among Salem, Keizer and Marion County. The target is to build a total of 21 or fewer new general purpose arterial lane miles between 2025 and 2050. Existing streets whose functional classification might be reclassified as arterials do not count towards the target. The target was calculated by accounting for planned new future general purpose arterial lane miles that are included in the 2023–2050 SKATS MTP. The target would be reassessed in the event of a UGB expansion. The baseline is 0 general purpose arterial lane miles. This measure's interim year targets are the same as the 2050 target due to the target functioning as a cumulative upper limit on the total new general purpose arterial lane miles in the planning area.

2025 Baseline: 0 new general purpose arterial lane miles within planning area

2050 Target: 21 maximum new general purpose arterial lane miles within planning area

Target Setting Calculations

1. Interim year targets are set at 21 or fewer because this target is a cumulative measurement, it does not ramp up to 2050.
 - 2025 – 0 (baseline)
 - 2025 - 2030 – 21 or fewer
 - 2025 - 2035 – 21 or fewer
 - 2025 - 2040 – 21 or fewer
 - 2025 - 2045 – 21 or fewer
 - 2025 - 2050 – 21 or fewer

Transit (Cherriots)

TR.1. Transit Service Miles (Regional)

Target Setting Methodology

The intent of this measure is to track the transit service per capita provided by Cherriots, measured in transit revenue miles. Revenue miles are the miles driven while a transit vehicle is accepting fare payments, also known as in service. The target, based on the VisionEval modeling in the preferred scenario, is to increase the revenue miles per capita by 121% from the baseline year to the target year of 2050. The 2023 baseline is 12.9 revenue miles per capita, based on 3,463,866 bus

equivalent revenue miles¹² and a regional population of 268,331.¹³ The 2050 target is 28.6 revenue miles per capita, a 121% increase from the baseline. The target was also informed by findings from the Cherriots 2024 Needs Assessment Study and Long Range Transit Plan. Revenue miles are limited to all Cherriots bus equivalent vehicles.

2023 Baseline: 12.9 revenue miles per capita

2050 Target: 28.6 revenue miles per capita

Target Setting Calculations

1. $3,463,866 \text{ bus equivalent revenue miles (2023 baseline calculated from NTD)} / 268,331 \text{ regional population (2023 baseline from NTD)} = 12.9 \text{ revenue miles per capita (2023 baseline)}$
2. 121% increase of revenue miles per capita
3. $12.9 \text{ revenue miles per capita (2023 baseline)} * 121\% = 15.7 \text{ increase in revenue miles per capita}$
4. $12.9 \text{ revenue miles per capita (2023 baseline)} + 15.7 \text{ revenue miles per capita} = 28.6 \text{ revenue miles per capita (2050 target)}$
5. $15.7 \text{ change} / 27 \text{ years} = 0.6 \text{ annual change with respect to a 2023 baseline}$
 - 2023 – 12.9 (baseline)
 - 2025 – 14.1
 - 2030 – 17.0
 - 2035 – 19.9
 - 2040 – 22.8
 - 2045 – 25.7
 - 2050 – 28.6

¹² Bus equivalent revenue miles are the sum of revenue miles by mode weighted by bus equivalent factors to represent the effectiveness of different modes at attracting ridership. For example, a regular fixed route bus is weighted by 1 while bus-rapid transit is weighted by 1.91 to represent the potential for increased attractiveness to that route. Annual revenue miles by mode for this calculation is from the National Transit Database Agency Profile for the Salem Area Mass Transit District (Cherriots) in 2023, the most recent year available.

¹³ The regional population value used for this calculation is from the National Transit Database Agency Profile for the Salem Area Mass Transit District (Cherriots) in 2023, the most recent year available.

Transportation Options (Cherriots)

T0.1. Employer Group Pass Program – Employee Participation (Regional)

Target Setting Methodology

The intent of this measure is to track the total number of commute trips made by employees using the Cherriots Group Pass program.¹⁴ The target is to double the total commute trips from 1,070 trips in the baseline year of 2024 to 2,140 commute trips in the target year of 2050. The baseline was calculated using data from the Cherriots Group Pass program. Any trip taken on the Cherriots system using a transit pass from the Group Pass program is considered a commute trip. The data represents annual trips. The target was informed by VisionEval values from the preferred scenario, which significantly increased the share of workers covered by employer-based transportation options programs.

2024 Baseline: 1,070 commute trips taken annually with Group Pass Program

2050 Target: 2,140 commute trips taken annually with Group Pass Program

Target Setting Calculations

1. 1,070 commute trips made using Group Pass program (2024 baseline)
2. 100% increase in commute trips made using Group Pass program
3. 1,070 commute trips (2024 baseline) * 2 = 2,140 commute trips (2050 target)
4. 1,070 change in trips / 26 years = 41 trips annual change with respect to 2024 baseline
 - 2024 – 1,070 (baseline)
 - 2025 – 1,111
 - 2030 – 1,317
 - 2035 – 1,523
 - 2040 – 1,728
 - 2045 – 1,934
 - 2050 – 2,140

T0.2. Employer Group Pass Program – Employee Access (Regional)

Target Setting Methodology

The intent of this measure is to track the total number of employees with access to the Group Pass program, which provides reduced cost or free transit passes to employees of participating employers. The target is for 25% of all employees in the planning area to have access through their employers to the Group Pass program. Employee access is provided by employers and is defined as the ability to

¹⁴ Cherriots, Group Pass Program, <https://www.cherriots.org/grouppass/>

participate in the Group Pass program. The target was informed by VisionEval values from the preferred scenario, which estimates approximately 50% of workers would have coverage from employer-based programs in 2050. The baseline is 109 employees out of over 123,000 total employees in the region, which rounds to zero percent for the 2024 baseline.

2024 Baseline: 0% of all employees with access to Group Pass Program

2050 Target: 25% of all employees with access to Group Pass Program

Target Setting Calculations

1. 0% of employees with access to Group Pass program (2024 baseline)
2. Target of 25% of all employees
3. 25% (2050 target) - 0% (2024 baseline) = 25% change
4. 25% change / 26 years = 0.96% annual change with respect to a 2024 baseline
 - 2024 – 0% (baseline)
 - 2025 – 1%
 - 2030 – 6%
 - 2035 – 11%
 - 2040 – 15%
 - 2045 – 20%
 - 2050 – 25% of all employees

T0.3. Youth Zero Pass (Regional, Equity)

Target Setting Methodology

The intent of this measure is to track the percentage of public school students who have a Cherriots Youth Zero pass.¹⁵ The target is for 100% of public school students to have access to the Youth Zero pass in 2050. The Youth Zero Pass program allows all youth ages 0 to 18 to ride for free. However, youth ages 14 to 18 are required to have a pass to do so. In 2025, Cherriots started an initiative to integrate the Youth Zero Pass with public school student identification cards. Since students 13 years old or younger are not required to have a pass to board, all students 13 years old or younger are assumed to have access. With public school student IDs now qualifying as a pass, it is assumed that all public school students have access to the Youth Zero Pass. The intent of this measure is to preserve and maintain student access to free transit into the future.

2025 Baseline: 100% of all public school students have a Youth Zero Pass

2050 Target: 100% of all public school students have a Youth Zero Pass

¹⁵ Cherriots, Youth Zero Pass, <https://www.cherriots.org/youthzeropass/>

Target Setting Calculations

1. 100% of public school students with Youth Zero pass (2025 baseline)
2. 100% of public school students have Youth Zero pass (2050 target)
3. There is no change and the target of 100% is to be maintained to 2050.
 - 2025 – 100% (baseline)
 - 2030 – 100%
 - 2035 – 100%
 - 2040 – 100%
 - 2045 – 100%
 - 2050 – 100%

T0.4. Vanpool Program (Regional, Equity)

Target Setting Methodology

The intent of this measure is to track the number of passenger trips taken using the Cherriots Vanpool Program.¹⁶ The 2050 target is to double the amount of annual passenger trips taken by vanpool from the 2024 baseline of 84,033 trips. The baseline was calculated using Cherriots data. Passenger trips are allocated on an individual basis; if five passengers share a van, five trips are counted. Participation in the Cherriots Vanpool Program is expected to be one of multiple employer-based programs that provide transportation options to employees of the Salem-Keizer region to achieve participation rates in line with the preferred scenario.

2024 Baseline: 84,033 passenger trips

2050 Target: 168,066 passenger trips

Target Setting Calculations

1. 84,033 passenger trips taken using vanpool program (2024 baseline)
2. 100% increase in passenger trips taken using vanpool program
3. $84,033 \text{ passenger trips (2024 baseline)} \times 2 = 168,066 \text{ passenger trips (2050 target)}$
4. $84,033 \text{ change in trips} / 26 \text{ years} = 3,232 \text{ trips annual change with respect to 2024 baseline}$
 - 2024 – 84,033 (baseline)
 - 2025 – 87,265
 - 2030 – 103,425

¹⁶ Cherriots, Carpool / Vanpool, <https://www.cherriots.org/carpool/>

- 2035 - 119,585
- 2040 - 135,746
- 2045 - 151,906
- 2050 - 168,066

Appendix E-1

Transportation Options

Appendix to Target-Setting Methodology: Transportation Options Monitoring for Preferred Scenario

The preferred scenario includes a doubling of employees engaged in Transportation Demand Management (TDM) programs, to cover 49% of all workers, and the introduction of household-based TDM programs, to cover 36% of households by 2050. The future TDM programs within the Salem-Keizer region covers the full range of Cherriots Transportation Options Program activities, as well as education and outreach to support the activities. This includes transit pass programs, carpool and vanpool, telework, employer services, walking and biking resources, and an emergency ride home program. Cherriots currently operates these programs for the region and expects these programs, based on funding availability, to increase in the future to support the planned increase in transit service. As part of monitoring progress on the preferred scenario, Cherriots will track progress on growing existing programs related to the Youth Zero Pass, Group pass, and Vanpools.

The performance measures and targets Cherriots will track as part of implementing the preferred scenario account for approximately 5% of Employer and 4% of Household future TDM levels in the preferred scenario. The remaining TDM actions in the preferred scenario include combinations of additional strategies for:

- **Household programs-** transportation wallet, safe routes to school improvements, electric micromobility, bike share, individualized marketing campaigns, and other transit pass programs.
- **Employer programs-** other transit pass subsidies, telework, parking programs (cash out employee parking and/or elimination of parking subsidies), bike share, on site rideshare, and other vanpool programs.

To fully monitor progress on the preferred scenario the region will need to collectively work together to develop and track additional TDM programs to achieve the overall regional Transportation Option levels in the preferred scenario by 2050. These programs can be considered and further explored through the existing collaborative regional planning processes such as updates to local jurisdiction Transportation System Plans, Cherriots Long Range Transit Plan, and the SKATs Metropolitan Transportation Plan. These programs are most effective in combination with the high transit service levels of the preferred scenario. Additionally, the preferred scenario's inclusion of state-led actions on per mile pricing is expected to help make these programs more attractive and increase the associated reduction in VMT and GHG by 2050. Many different mixes of activities and participation rates could achieve the preferred scenario levels. It is up to the jurisdictions and Cherriots to work in coordination to determine the appropriate mix of future TDM actions for the region.

Transportation Options Programs

The following section provides a menu of transportation options programs for both the employee and the household or individual. The activities and associated potential trip reduction rates are informed by the Oregon Department of Environmental Quality (DEQ) Employee Commute Options (ECO) Sample Trip Reduction Plan¹ and the ODOT Transportation Options program. The Oregon DEQ ECO Sample Trip Reduction Plan includes a higher level of detail about the definition of each strategy, the

¹ Oregon Department of Environmental Quality, Employee Commute Options (ECO) Sample Trip Reduction Plan. <https://www.oregon.gov/deq/FilterDocs/ECOSamplePlan.pdf>

types of employees eligible for each strategy, the definition for levels of transit service, and associated trip reductions.

Table 1 lists a menu of some of the transportation options strategies that the region and its employers could pursue to meet these preferred scenario targets. Not every strategy will be suitable or available to all employees, households or individuals, therefore a mix of strategies that target different areas, commute patterns, and abilities will be needed.

Table 1. Employee and Commute-Related Programs

Employee and Commute Strategy	Sub Strategy	Potential Trip Reduction of Employees Offered Strategy
Telecommuting	Full Time	82%–91%
	1–2 Days Week	14%–36%
Compressed Work Week	9/80 schedule	7%–9%
	4/40 schedule	16%–18%
	3/36 schedule	32%–36%
Transit Pass Subsidy	Full subsidy	0.5%–36% dependent on level of transit service available
	Half subsidy	0%–16% dependent on level of transit service available
Cash Out Employee Parking	–	2%–20% dependent on level of transit service available
Eliminate Parking Subsidies	–	2%–20% dependent on level of transit service available
Reduced Cost Parking for HOV	–	1%–3%
Alternative Mode Subsidy	Full subsidy	1%–34% dependent on level of transit service available
	Half subsidy	0.5%–17% dependent on level of transit service available
On-Site Services	–	1%–2%
Bicycling Program	–	0%–10%
On-Site Rideshare Matching for Carpools and Vanpools	Without support strategies	1%–2%
	With support strategies	6%–8%
Vanpool	Company-provided vans with a fee	15%–25%
	Company-subsidized vans	30%–40%
Gifts/Awards for Alternative Mode Use	–	0%–3%
Provide Buspools	–	3%–11%
Walking Program	–	0%–3%
Time Off with Pay for Alternative Mode Use	–	1%–2%
Company Cars for Business Travel	–	0%–1%
Guaranteed Ride Home Program	–	1%–3%

Table 2 includes potential household and individual strategies summarized from known programs in the region and the ODOT Transportation Options program. Less information is available about the

effectiveness of these types of programs, therefore participation rates for households or individuals that are offered the programs are not included.

Table 2. Household and Individual Strategies

Student transit pass programs (assumed grades 7 through 12).
Other transit pass programs (low-income, seniors and people with disabilities, affordable housing residents, other target groups).
Transportation wallet (temporary programs, location-based such as a parking district, or income-based).
Safe Routes to School.
Targeted/individualized marketing campaigns (highly targeted, typically to a single neighborhood or section of a city, most effective in places with ample walking/biking/transit access).
Shared e-micromobility (bikeshare/scooter share).
Shared micromobility (conventional bikeshare, not electric).
Untargeted/city-wide/region-wide marketing campaigns (e.g., “Try Transit” type campaigns).
Trip logging incentive or challenge programs (non-employer-based, e.g., “Get There Challenge”).
Bike/scooter rebates.

Appendix F

VisionEval Scenario Modeling Documentation

TO: Oregon Department of Transportation
FROM: RSG
DATE: November 19, 2025
SUBJECT: Salem-Keizer Regional Scenario Plan Preferred Scenario Inputs

Table of Contents

Preferred Scenario Inputs	2
SKATS VE-RSPM Model Geography and Zones	2
Household Inputs	4
Annexation Summary	4
Population and Employment	10
Transit Service and Transit Accessibility	12
Transit Fleet	13
Parking	15
Active Transportation, Single Occupant Vehicle Diversion to Active Modes.....	16
Travel Demand Management and Teleworking	17
Car service	19
ITS.....	20
Lane miles.....	21
Vehicle and Fuel Technology (State-Led Actions)	21
Pricing (State-Led Actions)	22
Fuels Tax and VMT Fees	24
Full Road Cost Recovery Fees.....	24
Mileage-based Insurance	25
CFEC GHG Target.....	25

Preferred Scenario Inputs

The Salem-Keizer area has completed a Scenario Planning process to identify a set of local actions (investments and policies) combined with those led by the State make up the region's Preferred scenario which achieves the greenhouse gas (GHG) Target in OAR 660-044-025.¹ The Preferred scenario was designed using the strategic transportation planning model, VisionEval.

The VisionEval Regional Strategic Planning Model (VE-RSPM) is used to demonstrate that the Preferred scenario achieves the GHG Target by 2050, as their part in reaching the statewide GHG reduction found in the Statewide Transportation Strategy. This memo sets out the agreed upon Preferred scenario inputs, investments and actions when translated to the VE-RSPM toolset. A second "Reference" scenario demonstrates the GHG outcomes if the Preferred scenario actions are not taken.

The DLCD GHG Targets account for changes to emissions from light duty vehicle travel according to the methods for estimating greenhouse gas emissions and emissions reductions in OAR 660-044-0030. When measuring progress on the region's GHG Targets, regions are allowed to use certain assumptions and emissions rates that reflect future state-led action in the Oregon Statewide Transportation Strategy: A 2050 Vision for GHG Emissions Reduction (STS).² Modeling efforts must rely on emission rates agreed to by the Oregon Department of Transportation (ODOT) and the Department of Land Conservation and Development (DLCD) to ensure this compliance. Using these assumptions for state-led actions allows the evaluation of meeting the metropolitan GHG Target to focus on the actions that are within local and regional authority, and accounts for the emissions reductions resulting from supportive actions within federal and state authority. Specifically, the VisionEval model inputs summarized in this memo for the purposes of evaluating progress toward attaining the GHG Target include household vehicles, transit vans, and commercial service vehicles.

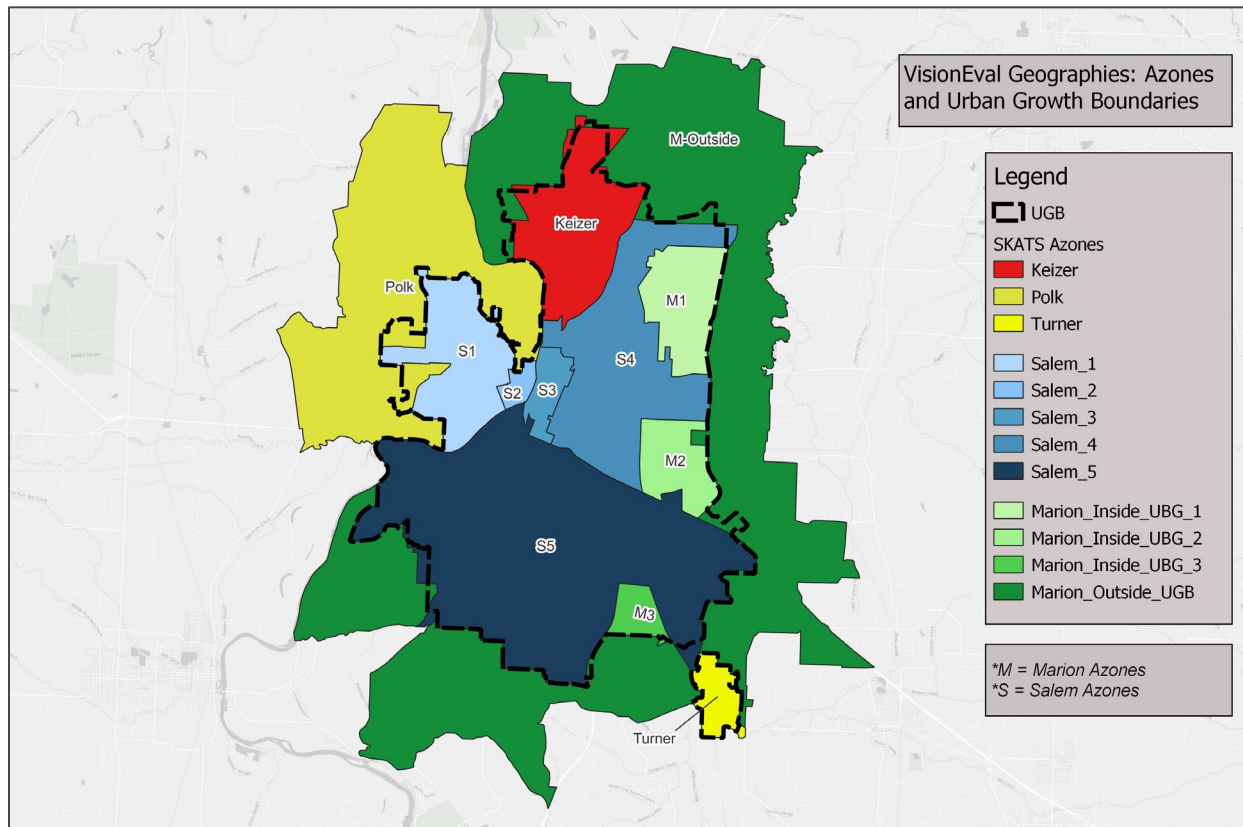
SKATS VE-RSPM Model Geography and Zones

The VisionEval geography is shown in Figure 1. The model region includes 12 Azones that represent the three jurisdictions of Salem, Keizer, Marion County, Polk County, and Turner. There are 246 Bzones that represent the smallest, most disaggregate geography used in VisionEval.

¹ OAR 660-044-0025 target household VMT per capita reduction of 20% by 2035, 25% by 2045, and 30% by 2050 from 2005 levels.

² *Statewide Transportation Strategy: A 2050 Vision for Greenhouse Gas Emissions Reduction*.
https://www.oregon.gov/odot/climate/Documents/Oregon_Statewide_Transportation_Strategy.pdf

FIGURE 1: VISIONEVAL GEOGRAPHIES WITH LOCAL JURISDICTIONS AND SALEM-KEIZER URBAN GROWTH BOUNDARY



A summary of these Azones and their Bzone subdivisions can be found in Table 1.

TABLE 1: SALEM-KEIZER BZONES

AZONE NAME	NUMBER OF BZONES 2005, 2021	NUMBER OF BZONES 2050
Polk	13	12
Salem_1	23	24
Salem_2	2	2
Marion_Outside_UGB	42	41
Keizer	25	25
Salem_4	60	60
Marion_Inside_UBG_1	10	10
Marion_Inside_UBG_2	4	4
Salem_5	58	61
Salem_3	5	5
Marion_Inside_UBG_3	2	0
Turner	2	2
TOTAL BZONES	246	246

The table reflects the change in some of the Bzones that are expected to shift jurisdiction during a presumed Annexation in the future as some of the zones take on the land uses more consistently with the City of Salem. That shift is described in additional detail below.

Household Inputs

The source of the land use included in the preferred scenario is based on the future assumptions included in the region's adopted long range transportation plan (2023-2050 SKATS Metropolitan Transportation Plan) with adjustments. The adjustments included 1) minor shifts to account for differences in model zone boundaries (TAZ in the regional model and B-Zone in VisionEval) and 2) additional adjustments as directed by regional planning staff. This included having specific values for some Keizer zones and (to maintain control totals) required redistributing planned household unit growth in other parts of the region. The reference and preferred scenarios both account for this redistribution of units. The second step involved the shift from areas of Polk and Marion counties that are anticipated to be annexed to Salem by 2050.

The preferred scenario does not propose any further increases in mixed-use area density beyond existing plans. Note that Salem has already planned for higher housing density and mixed-use development in the recently updated comprehensive plan and zoning code updates as part of the Our Salem project.

The same land use and socio-economic assumptions were used in both the Reference and Preferred scenarios.

The future land use inputs used an incremental step process that starts with the adopted 2050 MTP model inputs. A geographic crosswalk of Traffic Analysis Zones (TAZs) and Census Block Groups (CBGs) were used to create a Bzone geography that VisionEval uses.

The MPO directed the consultant team to have specific values for a number of Keizer zones which to meet control totals then required redistributing planned household unit growth in other parts of the region. The change is visualized in Figure 3 that compares the original values in the travel model to the values that were instructed for Keizer Bzones. The reference and preferred scenarios both account for this redistribution of units. The second step involved the shift from areas of Polk and Marion counties that are anticipated to be annexed to Salem by 2050.

Annexation Summary

TABLE 2: ANNEXATION ADJUSTMENTS

TAZ	BZONE_ORIG	BZONE_FUTURE	ORIGINAL AZONE	PROPOSED 2050 AZONE
56	56	56	Polk	Salem_1
203	196	200	196: Marion_Inside_UGB_2 200: Salem_5	Shifted partial HHs from one Bzone in Marion to another Bzone in Salem_5.
411	411	411	Marion_Inside_UGB_3	Salem_5
450	450	450	Marion_Outside_UGB	Salem_5
451	451	451	Marion_Inside_UGB_3	Salem_5

Table 3 shows the first step in the process that allocated the TAZ level forecasts to specific Bzones. The travel model data (TAZ level) was adjusted to assign specific units to specific zones in Keizer as directed by the MPO. The difference was then shifted to Salem zones. Then

Appendix F:
Salem-Keizer Regional Scenario Plan Preferred Scenario Inputs

some Bzones were assigned to different Azones, effectively moving from Marion County inside the UGB to Salem. In another case, one Bzone (number 196) in Marion County shifted units to the Bzone (number 200) in Salem. This single shift of Bzones is shown in Figure 4. Note, the rest of the Annexation process didn't move units between Bzones, it simply re-assigned the jurisdiction tied to that Bzone.

TABLE 3: SUMMARY OF HOUSING UNIT CHANGES ASSOCIATED WITH PRESUMED ANNEXATION

Old Jurisdiction			
	TAZ HH to Bzone	HH after Keizer Shift	HH after Annexation
Keizer	16,306	15,398	15,398
Marion	20,741	19,776	19,776
Marion_Outside	5,832	5,833	5,833
Polk	1,987	1,987	1,987
Salem	74,426	76,292	76,292
Turner	1,611	1,611	1,611
Grand Total	120,903	120,897	120,897
New Jurisdiction			
Row Labels	TAZ HH to Bzone	HH after Keizer Shift	HH after Annexation
Keizer	16,306	15,398	15,398
Marion	19,080	18,115	18,115
Marion_Outside	5,598	5,599	5,599
Polk	1,019	1,019	1,019
Salem	77,289	79,155	79,155
Turner	1,611	1,611	1,611
Grand Total	120,903	120,897	120,897

FIGURE 2: HH GROWTH BETWEEN 2021 AND 2050 IN THE TRAVEL MODEL (TAZS MAPPED TO BZONES)

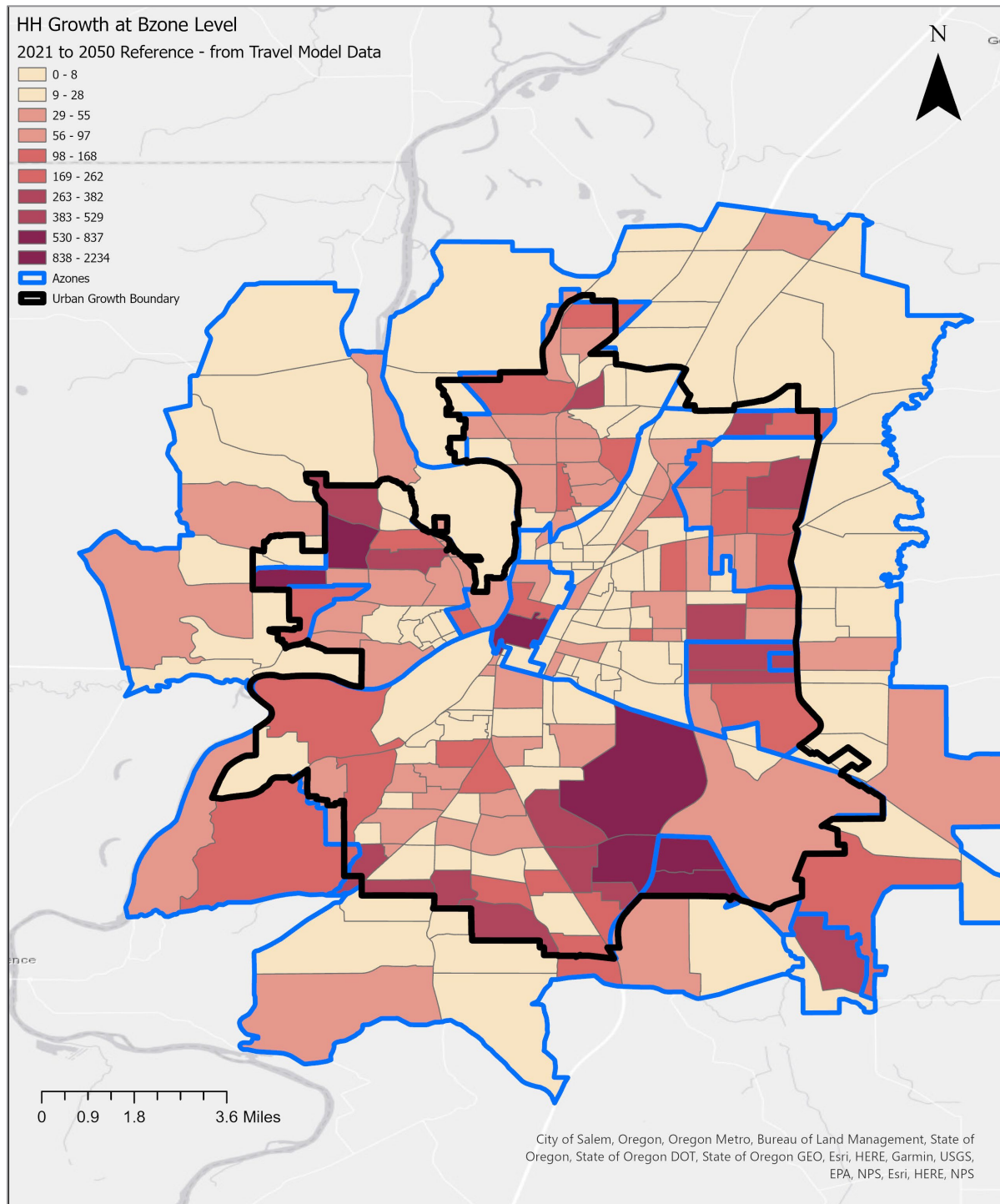


FIGURE 3: ALLOCATION OF THE KEIZER HH GROWTH PER SKATS DIRECTION

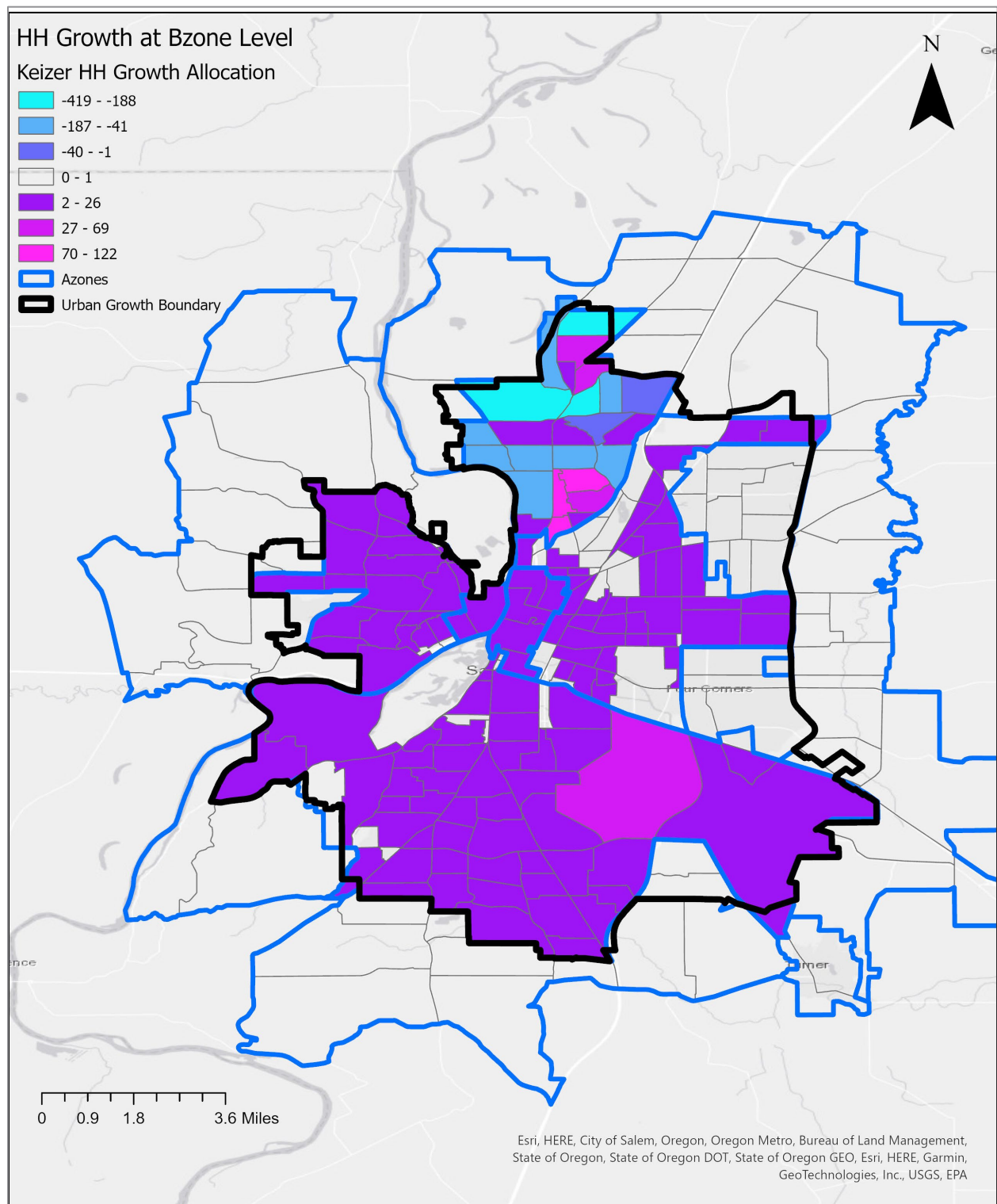


FIGURE 4: BZONE SHIFTS DURING ANNEXATION (BZONE 196 TO 200)

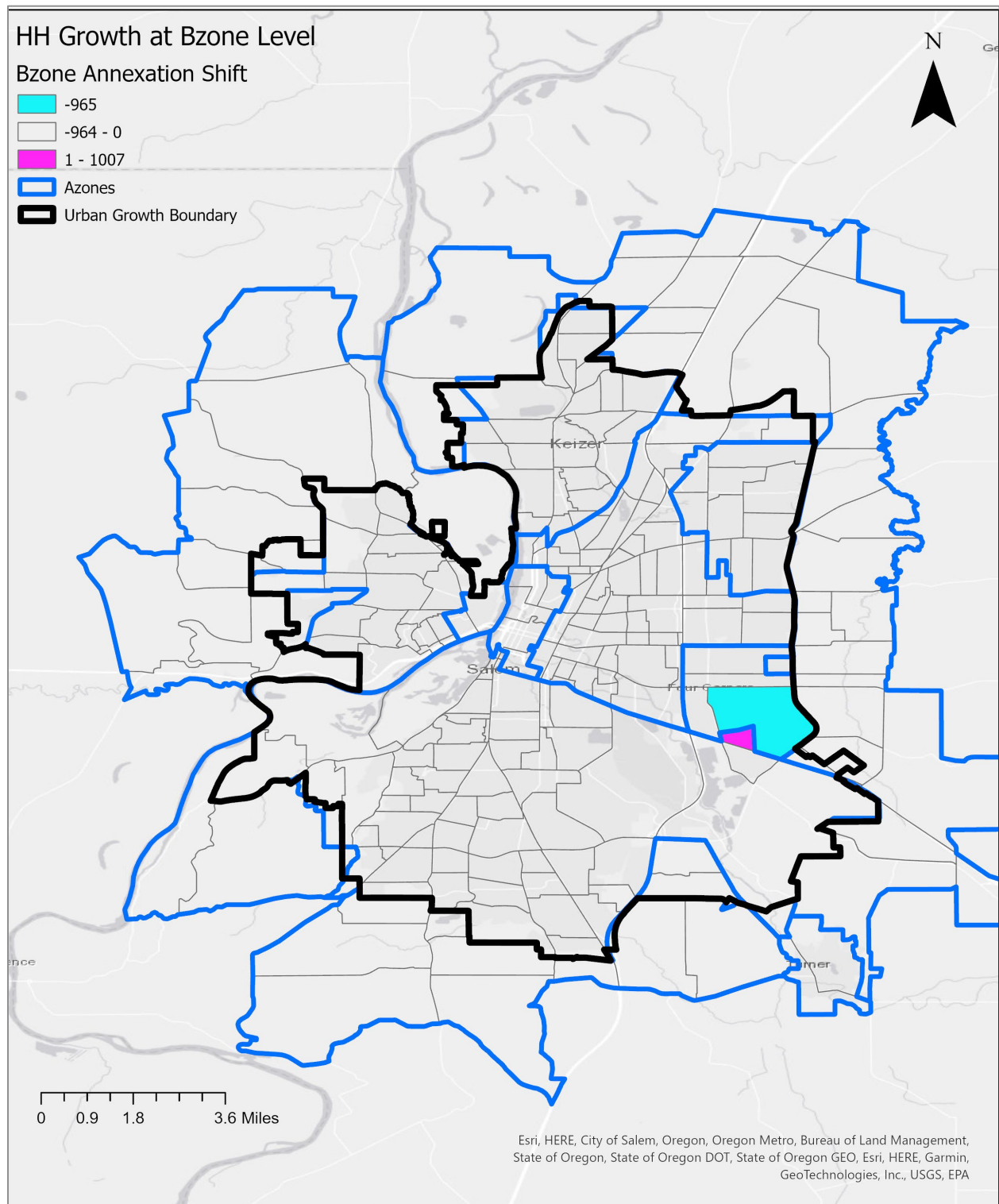
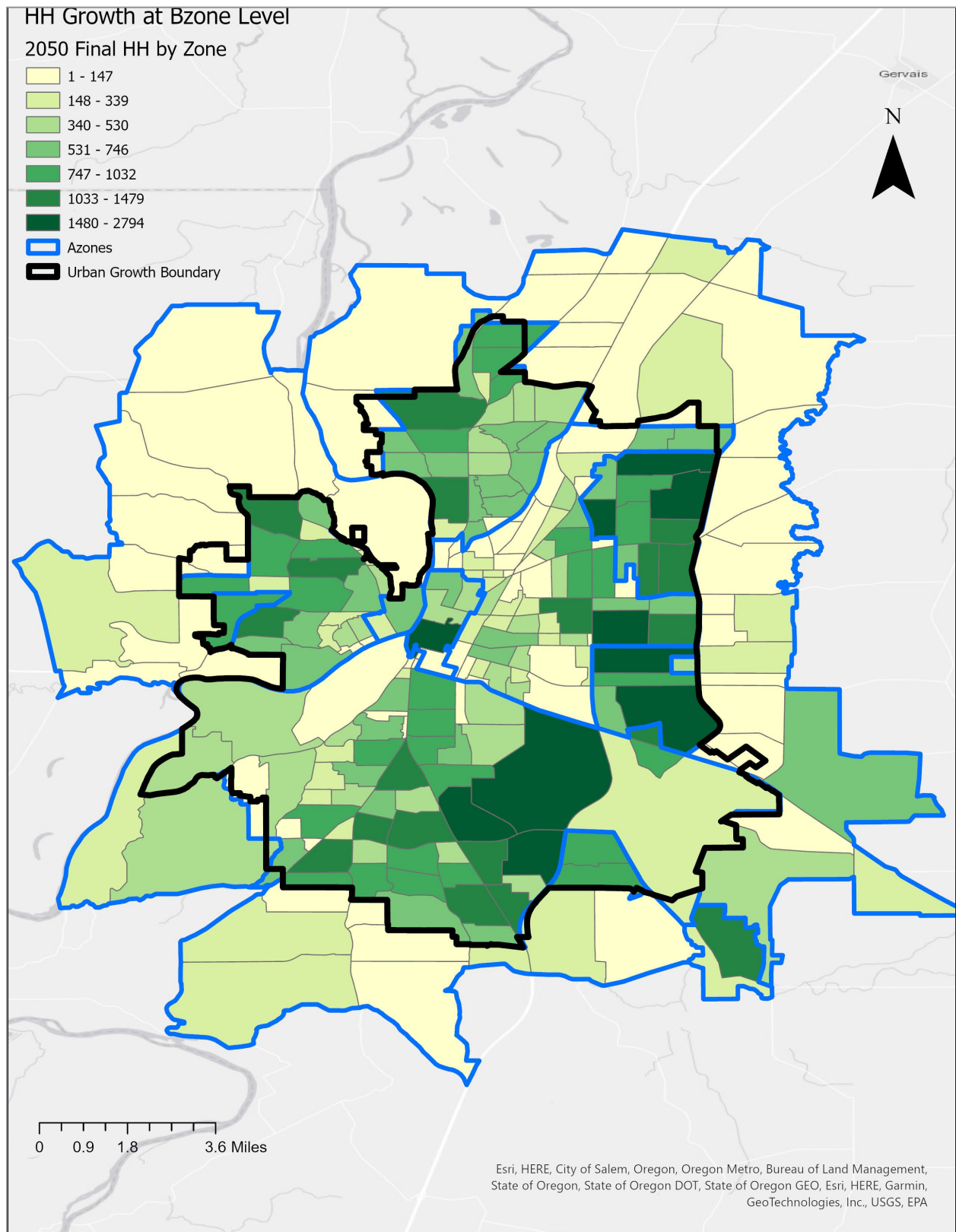


FIGURE 5: TOTAL FINAL HHS IN EACH BZONE



The resulting shift from Keizer to Salem and the Annexation is reflected in the summarized population, housing numbers, and employment below.

Population and Employment

Populations for all model years are calculated using a combination of the travel model estimates for number of households, the average household size from Census data, PSU Population Research Center estimates on distribution of population by age, and the population figures in Appendix A of the 2023-2050 SKATS Metropolitan Transportation Plan (MTP). First, total households are calculated by year and Azone using the travel model output for total households. An estimate of Azone populations is calculated by multiplying the average household size by number of households. These are then used to determine what proportion of the total population resides in each Azone. This proportion is then multiplied by the MTP population estimate for the given model year (The 2005 MTP population was interpolated using known data points from the MTP, and the geographical population distribution from the 2000 Census to allocate this total to Azones³). The total population is then divided into age categories using estimates derived from the PSU Population Research Center's forecasts and historical data by county.⁴ This process is repeated for each model year.

Employment data used estimates for each employment category (Retail, Service, and Total) sourced from the 2023-2050 SKATS MTP travel demand model. The 2005 year total employment control totals are used from the MTP and used the 2021 distribution from the travel model.

TABLE 4: EMPLOYMENT SUMMARY

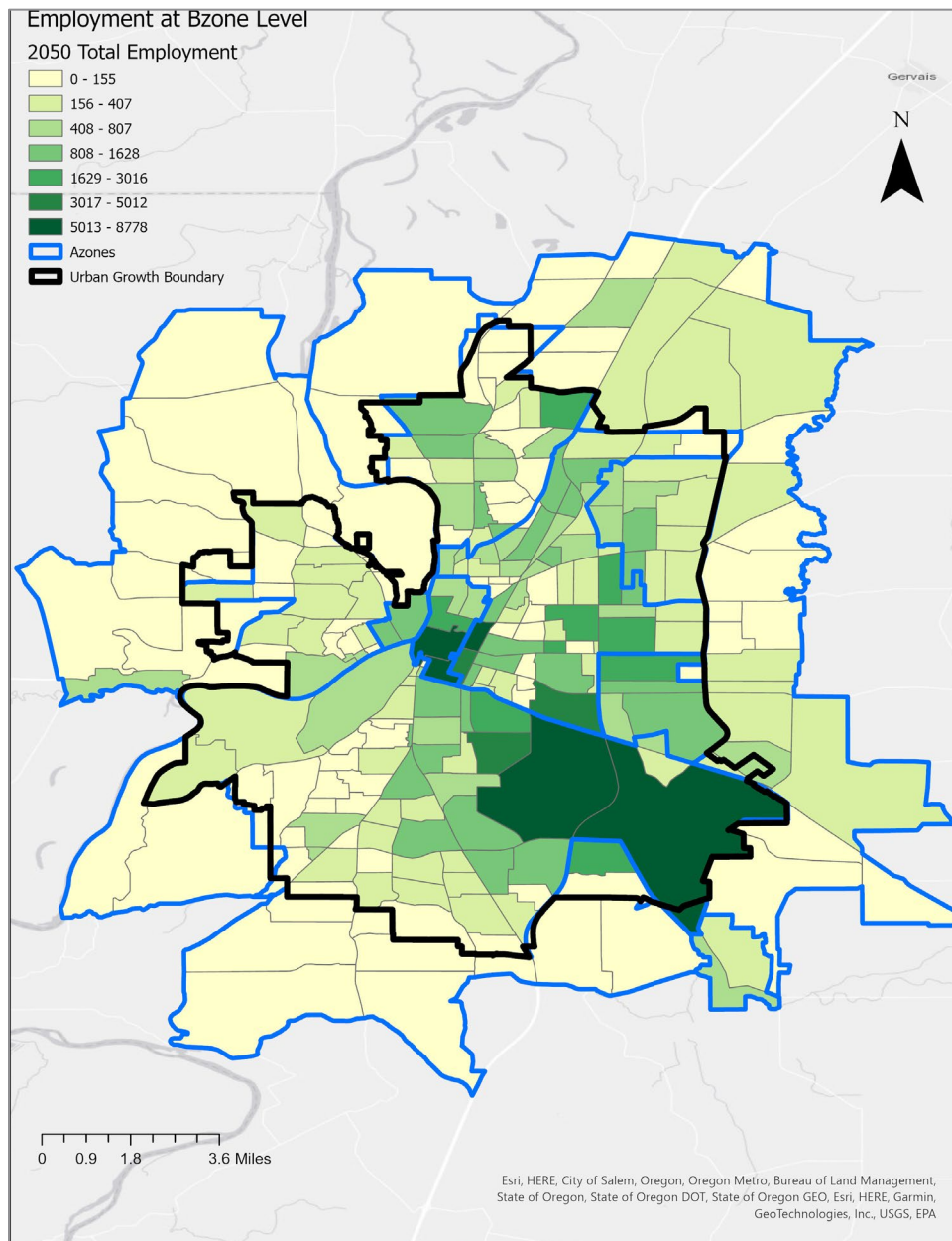
	Total Employment	Retail Employment	Service Employment
2005	97,697	18,733	25,242
2021	121,856	23,004	39,524
2050	149,175	26,463	48,047

Figure 6 shows the distribution of the total jobs by the year 2050 at the Bzone level.

³ SKATS 2023-2050 Metropolitan Transportation Plan - <https://www.mwvcog.org/media/3286>

⁴ PSU Population Research Center - <https://www.pdx.edu/population-research/>

FIGURE 6: TOTAL EMPLOYMENT IN YEAR 2050 AT THE BZONE LEVEL



The socio-economic and demographic attributes includes the share of households in mixed use zones in the model region. VisionEval identifies zones and the household within those zones that are located in areas of Mixed Use Neighborhoods. The VisionEval definition is based on a model that uses two key variables, population density and the share of households that are single family. Population, jobs, and mixed use percentages are shown in Table 5.

The socio-economic inputs in Table 5 are assumed to remain the same between the base reference scenario and the preferred scenario.

TABLE 5: SOCIO ECONOMIC SUMMARY

	2021					2050				
	Salem UGB	Keizer UGB	Marion UGB	Other	Region	Salem UGB	Keizer UGB	Marion UGB	Other	Region
Population	158,817	41,947	52,150	18,822	271,736	213,159	43,927	55,782	26,002	338,870
Households (exc. GQ)	59,785	14,766	16,828	6,819	98,198	79,155	15,398	18,115	8,229	120,897
Employment	98,447	9,041	9,336	5,032	121,856	121,656	10,911	10,190	6,407	149,175
Share of HHs in Mixed Use Neighborhoods	10%	9%	16%	2%	11%	13%	10%	15%	3%	12%

Note that the share of HHs in mixed use neighborhoods fell slightly between 2021 and 2050. This is associated with some of the areas of density for Marion County inside of the UGB are presumed to be shifting to Salem by the year 2050.

Transit Service and Transit Accessibility

The reference and preferred scenarios' transit service assumptions in the SKATS region are based on the 2043 Cherriots' Long Range Transit Plan, with the Preferred scenario adding roughly a third more additional service miles in 2050.

The VisionEval inputs account for annual revenue service miles for all transit types reported in the National Transit Database (NTD) including demand response, vanpool, and rapid bus (i.e., BRT).

The VisionEval model for the SKATS region accounted for the four transit modes of:

- Demand response (on-demand and paratransit options)
- Van Pools and other shuttles
- Metropolitan Bus (standard city buses)
- Rapid Bus or BRT

The VisionEval model accounts for various modes of transit by converting all modes to a 'bus equivalent' mode. Each of the four modes is converted into standard bus equivalent terms by the following factors.

TABLE 6: BUS EQUIVALENT FACTORS

COMMON TERM	VISIONEVAL TERM	EQUIVALENT FACTOR
Demand Response	DRRevMi	0.18
Van Pools	VPRevMi	0.88
Metro Bus	MBRevMi	1
Rapid Bus (BRT)	RBRevMi	1.91

The assessment is that on a per mile of service bases, the Demand Response has 0.18 the effectiveness of a standard metropolitan city bus, whereas the BRT system has nearly twice the effectiveness at attracting ridership.

TABLE 7: BUS REVENUE MILES

SCENARIO	YEAR	DEMAND RESPONSE (DRREVMi)	VAN POOLS (VPREVMi)	METRO BUS (MBREVMi)	RAPID BUS (RBREVMi)	TOTAL REVENUE MILES
2021	2021	534,502	538,365	2,934,189	-	4,007,056
Reference	2050	608,400	600,000	2,853,638	1,990,833	6,052,870
Preferred	2050	608,400	660,000	3,852,411	2,687,624	7,808,435
<i>bus-equivalent factors</i>		<i>0.18</i>	<i>0.88</i>	<i>1</i>	<i>1.91</i>	-
Bus Equivalent Revenue Miles						
	2021	NA	NA	NA	NA	3,504,161
Reference	2050	NA	NA	NA	NA	7,293,641
Preferred	2050	NA	NA	NA	NA	9,676,085

Table 7 shows both the actual annual revenue miles by transit mode in the first three rows, totaling 7.8 million miles in year 2050 and the ‘bus equivalent’ revenue miles at 9.68 million miles for the Preferred Scenario.

A separate Transit “D” variable input contains information on public transportation accessibility by Bzone. The transit “D” is equivalent to the D4c variable in the EPA Smart Location Database. This variable represents the frequency of transit service within 0.25 miles of a block group boundary during the evening peak period. Cherriots GTFS feeds and stops were used to calculate the total frequency of each route by Bzone. Stop locations were buffered by 0.25 miles and frequency values were joined to each Bzone. These frequencies were then summed. This process was repeated for all model years. Cherriots provided future routes, stops, and frequency of service.

TABLE 8: TRANSPORTATION ACCESSIBILITY (D4C) SUMMARY

YEAR	REFERENCE AVERAGED4C	PREFERRED AVERAGE D4C
2005	6.3	6.3
2021	25.3	25.3
2050	43.7	56.4

Transit Fleet

The Reference and Preferred scenarios reflect Cherriots aggressive pursuing electrification of their fleet, shifting toward battery electric for all vans and buses by 2050. The same assumptions are used in all scenarios.

Transit fleet vehicles and fuels are represented by base fuels, renewables in those fuels, and powertrain mix. The tables below reflect the two scenarios as informed for this effort by Cherriots.

The inputs are divided into the following categories for each vehicle or fuel type:

- PropIcbev: Proportion of vehicles that use internal combustion engines.
- PropHev: Proportion of vehicles that are hybrid electric vehicles.
- PropBev: Proportion of vehicles that are battery electric vehicles.

- PropGasoline: Proportion of vehicles that use gasoline.
- PropDiesel: Proportion of vehicles that use diesel fuel.
- PropCng: Proportion of vehicles that use compressed natural gas.
- EthanolPropGasoline: Proportion of gasoline vehicles that use ethanol.
- BiodieselPropDiesel: Proportion of diesel vehicles that use biodiesel.
- RngPropCng: Proportion of compressed natural gas vehicles that use renewable natural gas.

This input allows users to modify the proportion of powertrain types used by transit, including vans, buses, and rail. This data was provided by Cherriots.

TABLE 9: TRANSIT POWERTRAIN SHARES

YEAR	2005	2021	2050
VanPropIcev	100%	100%	0%
VanPropHev	0%	0%	0%
VanPropBev	0%	0%	100%
BusPropIcev	100%	100%	0%
BusPropHev	0%	0%	0%
BusPropBev	0%	0%	100%
RailPropIcev	100%	100%	100%
RailPropHev	0%	0%	0%
RailPropEv	0%	0%	0%

TABLE 10: TRANSIT FUEL MIX

	2021 BASE	2050 REFERENCE	2050 PREFERRED
VanPropDiesel	15%	(15%)	(15%)
VanPropGasoline	85%	(85%)	(85%)
VanPropCng	0%	(0%)	(0%)
BusPropGasoline	0%	(0%)	(0%)
BusPropDiesel	59%	(70%)	(0%)
BusPropCng	41%	(30%)	(100%)

TABLE 11: TRANSIT BIOFUEL MIX

	2021 BASE	2050 REFERENCE	2050 PREFERRED
TransitEthanolPropGasoline	11%	(11%)	(10%)
TransitBiodieselPropDiesel	7%	(10%)	(5%)
TransitRngPropCng	90%	(100%)	(40%)

Note that fuel mixes (Tables 9-10) shown in parentheses are not used since the powertrains (Table 8) first dictate that the fleet are all electrified in these years.

Parking

The reference scenarios' inputs on parking reflect 2021 prices and locations, while the Preferred scenario includes increased parking management (worker and public parking) in the City of Salem.

The parking input makes assumptions about residential parking supply, public parking costs and proportion of workers affected by parking programs (including cash-out program participation) and non-work trips affected by parking policies in each Bzone.

The parking policies include the following:

- PkgSpacesPerSFDU/MFDU/GQ: Parking spaces available per single family, multifamily, or group quarters dwelling unit.
- PropNonWrkTripPay: Proportion of non-work trips that require paid parking.
- PropWkrPay: Proportion of workers who pay for parking.
- PropCashOut: Proportion of workers paying for parking in a cash-out-buy-back program.
- PkgCost: Average daily cost for long-term parking.

The preferred scenario includes an increase in parking fees in downtown Salem effective in July 2025, consistent with the City of Salem parking management approach. The preferred scenario does not include any additional paid parking locations in Keizer or Marion County beyond the 2021 existing locations, including fees at Chemeketa Community College campus. Future parking costs in the preferred scenario vary by location from less than \$1.00 per day to over \$12.00 per day in select locations. The region wide average daily parking cost in 2050 is anticipated to be \$7.51 (in 2021 dollars) for locations with paid parking, with approximately 23% of workers and 4% of non-work trips subject to parking fees.

TABLE 12: PAID PARKING SUMMARY

	Share of workers subject to parking fee	Share of non- work trips subject to parking fee	Avg. daily parking fee (in zones that charge in 2021 dollars)	Avg. daily parking fee (across all zones in 2021 dollars)
2021				
Salem UGB	8.8%	3.0%	\$5.82	\$0.02
Keizer UGB	4.4%	1.3%	\$0.00	\$0.00
Marion UGB	0.8%	0.3%	\$0.75	\$0.01
Other	0.1%	0.1%	\$0.75	\$0.00
Region	7.5%	2.0%	\$5.71	\$0.60
2050 Reference				
Salem UGB	9.4%	2.9%	\$7.20	\$0.03
Keizer UGB	4.7%	1.3%	\$0.00	\$0.00
Marion UGB	1.5%	0.3%	\$0.75	\$0.01
Other	0.4%	0.1%	\$0.75	\$0.00
Region	8.1%	2.0%	\$6.86	\$0.80
2050 Preferred				
Salem UGB	25.7%	5.2%	\$11.53	\$0.04
Keizer UGB	12.2%	3.7%	\$0.00	\$0.00

Marion UGB	1.5%	0.1%	\$0.75	\$0.01
Other	0.1%	0.0%	\$0.75	\$0.00
Region	22.0%	3.6%	\$7.51	\$1.43

Table 13 shows the summary of the key parking inputs.

TABLE 13: PARKING INPUT SUMMARY⁵

	REFERENCE			PREFERRED
	2005	2021	2050	2050
PkgSpacesPerSFDU	4.9	4.9	4.9	4.9
PkgSpacesPerMFDU	2.0	2.0	2.0	2.0
PkgSpacesPerGQ	0.4	0.4	0.4	0.4
PropNonWrkTripPay	0.3%	2.0%	2.0%	3.6%
PropWkrPay	2.1%	3.1%	3.6%	9.5%
PropCashOut	0.0%	0.0%	0.8%	0.0%
Avg PkgCost.2010 (all Bzones)	\$ 0.48	\$0.61	\$0.76	\$1.20
Avg PkgCost.2010	\$ 3.36	\$4.04	\$4.90	\$6.87
Low price (2010\$)	\$ 3.02	\$0.55	\$0.55	\$0.55
High price (2010\$)	\$ 3.65	\$4.95	\$6.00	\$10.00

Active Transportation, Single Occupant Vehicle Diversion to Active Modes

The Reference scenario active transit inputs are based on trends in the ODOT VisionEval-State “Plans & Trends 2022” scenario. Minor adjustments to some zones to improve consistency with observed active travel from journey to work data was used to supplement the VisionEval-State model data. The Preferred scenario assumes more aggressive investment in bike and pedestrian networks, as noted in regional TSP projects. When combined with other policies, these investments support an aggressive shift of short trips within the region to non-driving modes in the Preferred scenario.

Inputs on Active transportation policies in VisionEval are assumptions on the shift of short trips (less than 20 miles round trip) from single occupancy vehicle to active modes. The input provides a guide for how the individual areas may have policies and capital investments to encourage active alternatives to single occupant vehicle trips. The inputs are shown in Table 14.

TABLE 14: SOV DIVERSION INPUTS

Geo	REFERENCE			PREFERRED
	2005	2021	2050	2050
Keizer	1.8%	2.4%	4.9%	15.0%
Marion_Inside_UGB_1	1.0%	1.3%	1.9%	8.2%
Marion_Inside_UGB_2	0.8%	1.0%	1.4%	6.8%
Marion_Inside_UGB_3	1.2%	1.9%	2.7%	8.2%
Marion_Outside_UGB	1.2%	1.6%	3.3%	5.6%
Polk	1.2%	2.1%	4.2%	6.8%

⁵ Note: A factor of 1.32 can be applied to convert from 2010 dollars to 2020 dollars.

Appendix F:
Salem-Keizer Regional Scenario Plan Preferred Scenario Inputs

Salem_1	3.1%	4.3%	8.6%	18.2%
Salem_2	3.3%	4.7%	9.4%	18.2%
Salem_3	6.5%	10.2%	20.3%	19.6%
Salem_4	4.2%	5.4%	10.9%	18.2%
Salem_5	4.6%	6.2%	12.4%	18.2%
Turner	1.2%	1.6%	3.3%	5.6%
Region Average*	3.1%	4.1%	8.3%	15%

*weighted by population in each Geo

Travel Demand Management and Teleworking

The Reference scenario assumptions of the region's travel demand management, both work and home-based programs, are based on Cherriots existing programs and funding levels. The Preferred scenario assumes more aggressive implementation and funding of these programs. Collectively these programs reduce vehicle trips and miles travelled particularly in the peak period, improving the reliability and safety of the transportation system without expanding it, and reduce crashes and stop-starts that increase emissions.

The VisionEval input assumptions reflect the share of workers and households participating in travel demand management (TDM) programs or who might be members of a transportation management association (TMA). Ideally, agencies and local jurisdictions collect information from organizations that offer travel options programs. The inputs are a value between 0 and 1 for each Bzone (0% to 100%) for each model year for the two types of programs. The first table below shows an average of the Bzone inputs by year and scenario for the two variables:

- What portion of workers who are employed in the Bzone participate in a strong travel options program? This VisionEval input is referred to as EcoProp.
- What portion of households in the Bzone participate in travel options programs tailored to the household? This VisionEval input is referred to as ImpProp.

Travel demand management policies and actions are a strong tool for changing commute behavior and lowering VMT. It is more often the case that workers participate in travel options programs: this mostly affects commute trips and can be reasonably well documented by employers. Program delivery to households is less frequently offered but when provided would reduce overall vehicle trip making across multiple travel purposes. If a worker is tagged as participating in workplace travel options and also tagged as participating in homebased travel option programs, VisionEval uses only one of the programs to affect the worker's travel to avoid double counting. Thus, VisionEval adjusts the number of workers and households based on the inputs and the simulated household locations and outputs final participation rates by Azone. These appear in the second table below.

TABLE 15: AVERAGE BZONE INPUTS FOR PARTICIPATION IN TDM PROGRAMS – REFERENCE AND PREFERRED SCENARIOS

Year	REFERENCE SCENARIO		PREFERRED SCENARIO	
	EcoProp (%Workers)	ImpProp (%Households)	EcoProp (%Workers)	ImpProp (%Households)
2005	3.5%	0%	3.5%	0%
2021	2%	1%	2%	1%
2050	3.9%	2.5%	30.5%	30.1%

TABLE 16: TRANSPORTATION DEMAND MANAGEMENT PARTICIPATION RATES – OUTPUTS BY AZONE

	ECOPROP (%WORKERS)	IMPPROP (%HOUSEHOLDS)
2021		
Salem UGB	12.3%	1.0%
Keizer UGB	3.7%	0.5%
Marion UGB	3.8%	0.2%
Other	1.0%	0.1%
Region	10.7%	0.7%
2050 Reference		
Salem UGB	23.3%	2.5%
Keizer UGB	6.7%	1.2%
Marion UGB	6.3%	0.5%
Other	2.4%	0.1%
Region	20.3%	1.9%
2050 Preferred		
Salem UGB	54.3%	41.5%
Keizer UGB	32.3%	29.1%
Marion UGB	24.2%	30.8%
Other	0.9%	3.8%
Region	49.0%	36.2%

Teleworking is another component of travel demand management. The rate of teleworking was assumed to be fixed between the Reference and the Preferred scenario. Given the dramatic increase in the number of households participating in either the worker or the home based TDM programs it was determined it might be duplicative to also increase the rate of teleworking. The 2022-year ACS Census data indicate around 13% of workers are Working From Home. Note, this includes those who answered, “usually” work from home and on any given day there may be a slightly higher rate. That compares to around 5% who worked from home back in the year 2005. The Reference and Preferred scenario both use the ACS 13% usual input rate to inform the inputs to the teleworking module. Given the mix of occupations and the sampling rates in VisionEval, the results for the share of workers either full or part-time working at 15%. Given the way the ACS data is described and the chance that on any given day the rate is likely higher than the ACS, the 15% seems reasonable. The rate of teleworking was not increased because of the higher TDM rates and the concern that increases in teleworking might double count some of the TDM benefits.

Car service

Car Service represents ride hailing, station cars, or other car sharing services. Car service assumptions for Salem-Keizer from the VisionEval-State (Plans & Trends 2022) were used in both the Reference and Preferred scenarios.

CAR SERVICE COVERAGE

Car services in VisionEval are inputs that are intended to proxy the availability of ride hailing or car sharing services. Two levels of car service are modeled; “low” related to areas with less frequent car services available and would be unlikely for a household to rely on these services at the same level as a private household vehicle. “High” service represents widely available car services at levels which could largely suffice to replace a privately owned vehicle if the price point and access are suitable.

This input represents the level of car service available to a household living in a Bzone. A methodology of estimating which Bzones have “low” vs “high” car service is based on the ‘activity density’ of the zone. This accounts for the employment and population per acre. If the Bzone contains an activity density in the 70th percentile or higher, then it is assigned “High” car service. All other Bzones are assigned “Low” car service.

The Reference powertrain mix for car service vehicles is taken from VisionEval-State “Plans & Trends 2022” scenario and assumes a lower share of combustion engine (ICE) vehicles than found in the broader all passenger vehicle fleet, based on 2020 data from City of Portland “For Hire” registered vehicles. VisionEval-State STS scenario assumes a greener fleet with the imposition of city regulation of these vehicles.

TABLE 17: NUMBER OF BZONES BY CAR SERVICE LEVEL – REFERENCE AND PREFERRED SCENARIOS

YEAR	LOW CAR SERVICE BZONES	HIGH CAR SERVICE BZONES	PERCENT OF HOUSEHOLDS WITH HIGH CAR SERVICE	PERCENT OF EMPLOYEES WITH HIGH CAR SERVICE
2021	177	69	21%	11.8%
2050 Reference	147	99	28%	18.6%
2050 Preferred	147	99	30%	19.8%

The shift to electric powertrains is shown in the following table, consistent with the STS.

TABLE 18: CAR SERVICE FLEET – REFERENCE AND POTENTIAL PREFERRED SCENARIOS

	2021 BASE	2050 REFERENCE	2050 PREFERRED
CarSvcAutoPropIcev	80.9%	42.5%	2.4%
CarSvcAutoPropHev	16.5%	34.8%	36.5%
CarSvcAutoPropBev	2.6%	22.7%	61.1%
CarSvcLtTrkPropIcev	95.1	56.8%	19.0%
CarSvcLtTrkPropHev	4.04%	24.9%	37.5%
CarSvcLtTrkPropBev	0.5%	18.3	43.5%

ITS

The Reference scenario assumptions on operations program that improve traffic management are based on the VisionEval-State “Plans & Trends 2022” scenario and then augmented with locally available data. The Preferred scenario assumes more aggressive investment in Access Management programs, as well as state investment in ramp metering and incident response. Collectively these programs and investments improve the reliability and safety of the transportation system without expanding it, and reduce crashes and stop-starts that increase emissions.

Intelligent Transportation Systems, (ITS) consists of advanced signal timing (fully actuated and dynamic), access management, ramp metering, incident response systems. Access management considers the design of arterials to reduce curb cuts, left-turns across multiple lanes of traffic, and improve the general safety and flow of the facility.

Freeway operations (ramp meters and incident response) are primarily State responsibilities with arterial operations (signal coordination and access management) being a local authority activity. These actions are represented in the model input files as the share of DVMT impacted by these various operational improvements.

The input contains the following variables:

- RampMeterDeployProp: Proportion of freeway DVMT affected by ramp metering.
- IncidentMgtDeployProp: Proportion of freeway DVMT affected by incident management deployment.
- SignalCoordDeployProp: Proportion of arterial DVMT affected by signal coordination deployment.
- AccessMgtDeployProp: Proportion of arterial DVMT affected by access management deployment.
- OtherFwyOpsDeployProp: Proportion of freeway DVMT affected by other user-defined freeway operations measures.
- OtherArtOpsDeployProp: Proportion of arterial DVMT affected by other user-defined arterial operations measures.

TABLE 19: MAREA OPERATIONS DEPLOYMENT INPUT – SCENARIOS

	AUTHORITY	2021 BASE	2050 REFERENCE	2050 PREFERRED
RampMeterDeployProp	State	0%	0%	95%
IncidentMgtDeployProp	State	0%	0%	95%
SignalCoordDeployProp	Local	90%	99%	99%
AccessMgtDeployProp	Local	10%	20%	85%
OtherFwyOpsDeployProp	State	0%	0%	0%
OtherArtOpsDeployProp	Local	0%	0%	0%

Lane miles

The Reference and Preferred scenario assumption on changes in lane miles in the region are based on the 2023-2050 Metropolitan Transportation Plan (MTP). No additional lane miles are assumed in either scenario, beyond the MTP projects.

Roadway lane miles represent the capacity available for cars and trucks in the network. The lane miles inform the relative demand for travel and the amount of daily vehicle miles consumed by the households in the model region. The roadway input is represented through lane miles for freeways and arterials in the model region (the input ignores intersection widening, short-aux lanes, and local road or collector streets). Four to three road conversion projects represent a reduction in lane-miles.

Values for historic years (2005 through 2021) are calculated using Highway Performance Monitoring System (HPMS) and compared to available travel model data. The future years includes freeway and arterial lane mile changes identified from the projects in the SKATS 2023-2050 Metropolitan Transportation Plan (MTP) and included in the SKATS Regional Travel Model. The total increase in lane miles is limited to 21 arterial and 6 freeway lane miles between 2021 and 2050, this does not include approximately 10 additional arterial lane miles in the SKATS 2023-2050 MTP from intersection projects, interchanges and other projects that can't be captured in the VisionEval model.

TABLE 20: LANE MILES INPUT – REFERENCE AND PREFERRED INPUTS

Year	REFERENCE SCENARIO LANE MILES		PREFERRED SCENARIO LANE MILES	
	FwyLaneMi	ArtLaneMi	FwyLaneMi	ArtLaneMi
2005	122	419	122	419
2021	137	432	137	432
2050	143	453	143	453

Vehicle and Fuel Technology (State-Led Actions)

Vehicle and Fuel Technology are state-led actions that the region is allowed to assume when tracking progress towards their target. The state's aggressive low carbon fuels and electrification regulations are critical to achieving state GHG reduction goals and allow the metropolitan GHG Targets to be lower than they would be otherwise. Both scenarios assume values from VisionEval-State; Plans & Trends 2022 for the Reference scenario (reflecting state vehicle sales regulations adopted as of 2022), and STS Vision for the Preferred scenario. Both scenarios are discussed further in the Oregon Transportation Emissions website.⁶

⁶ The Reference scenario uses the VisionEval-State "Plans & Trends 2022" scenario powertrains package developed by ODOT that reflects the Advanced Clean Cars II and Advanced Clean Trucks rules. The Preferred scenario uses the powertrain package that was originally developed for the STS Vision. See <https://www.oregontransportationemissions.com/progress> for more information.

Table 21 summarizes the total number and share of household vehicles by each powertrain type. The table reinforces the reduced effect that gasoline fuel taxes will have given the improved efficiency of the overall share of hybrids and electric vehicles increase.

TABLE 21: HOUSEHOLD VEHICLE FLEET MIX

	2021 REFERENCE SCENARIO VEHICLE SHARES	2050 REFERENCE SCENARIO VEHICLE SHARES	2050 PREFERRED SCENARIO VEHICLE SHARES
Internal Combustion Vehicles	95%	4%	4%
Hybrid Vehicles	3%	30%	35%
Plug-in Hybrid Electric Vehicles	0%	9%	16%
Battery Electric Vehicles	1%	58%	45%
Total	100%	100%	100%
Miles Per Gallon Equivalent (MPGe)	27.7	84.7	106.1

The Reference scenario vehicle and fuel technology reflects the following state regulations in addition to future changes from federal Corporate Average Fuel Economy (CAFE) standards.

Vehicle powertrain mix

- [Advanced Clean Cars II](#) rule (Dec 2022). Requires an increasing percentage of cars, light trucks, and SUVs sold in Oregon to have zero tailpipe emissions.
- [Advanced Clean Trucks](#) rule (Nov 2021). Requires an increasing percentage of truck sales in Oregon to have zero tailpipe emissions by model year.

Fuel Technology

- [Clean Fuels Program Expansion](#) (Sept 2022). Requires Oregon fuel providers to almost triple the carbon intensity reductions required through 2035. These changes will continue to drive the transition to lower carbon renewable and alternative fuels.
- [Clean Energy Targets](#) (HB2021). Requires reduced electricity emissions for the two largest Oregon electricity utilities.

Historic vehicle fuel efficiency (MPG) is from Oregon DMV vehicle registration data. Historic year carbon intensity is from Oregon DEQ Clean Fuels reporting, reflecting the carbon intensity of transportation fuels sold and electricity used statewide.

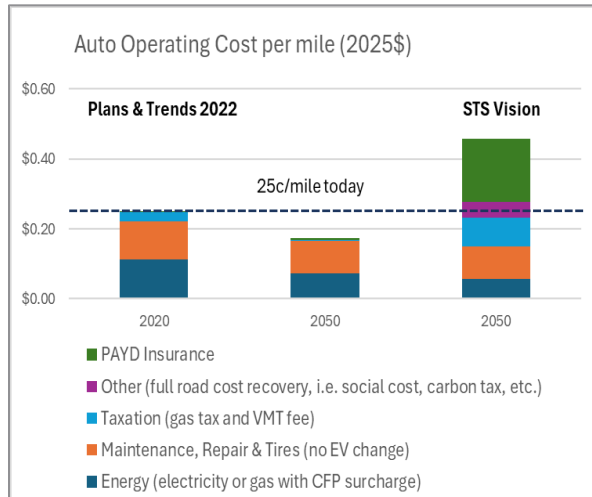
Pricing (State-Led Actions)

Pricing policies are state-led actions that the region is allowed to assume when tracking progress towards their target. These policies include vehicle use taxes and fees including per mile pricing, and mileage-based insurance. The state's future pricing assumptions are critical to achieving state GHG reduction goals and allow the investments in non-driving modes to be more impactful in reaching the GHG Targets than they would be otherwise. Fees associated with each mile driven influences how much people drive overall, and reflect the environmental and economic impacts of driving. Both scenarios assume values from VisionEval-State; Plans &

Trends 2022 with the addition of a state-led VMT fee for the Reference scenario, and STS Vision for the Preferred scenario, as discussed in the Oregon Transportation Emissions website.

This section covers a range of vehicle use fees including gas taxes, both state and local, and other fees, such as VMT fees. VisionEval represents a variety of fees and taxes (e.g., per mile, per gallon) to capture changes in travel behavior in response to changes in driving costs. Figure 7 and Table 22 report the resulting operating costs per mile averaged across different passenger vehicle types.

FIGURE 7: AUTO OPERATING COST PER MILE



The relevant inputs to VisionEval include:

User Costs

- Energy
- Maintenance
- Vehicle Insurance

Use Fees

- Fuels tax and VMT fees
- Full Road Cost Recovery:

User costs are the costs to fuel, maintain, and insure a vehicle. A key shift assumed in the STS Vision is a shifting of vehicle insurance from premiums to paying mileage-based fees.

Vehicle Use Fees includes fees raised that fund transportation system costs, collected through several means: fuel taxes, VMT fees, with some rates set to capture environmental and social costs. These would be used to provide funding to fully maintain the multi-modal transportation system. A VMT per mile fee is included in both scenarios, while the STS assumes additional road cost recovery fees and full participation in mileage based insurance by 2050.

Combined the Preferred scenario assumes the STS Vision where “user pays true” costs, a restructuring of how costs are incurred so drivers pay for both the direct as well as less obvious

costs to drive, while sending a price signal that helps to right-size vehicle miles travelled. Using pricing reduces the total amount of vehicle miles travelled and associated emissions, while simultaneously reducing long-term expenses related to road repair, maintenance, and the high costs of building new roads.

The modeled costs drivers would pay are shown in Table 22. When all costs to drive are combined (user costs and vehicle use fees) the Preferred scenario (STS Vision) assumes individuals using the transportation system will face levels of per mile pricing in 2050 similar to that of 2021; a mix of lower energy costs as we shift to electric vehicles that cost less to fuel and operate, and higher vehicle use fees (Table 22) to keep up with the costs of maintaining a multi-modal transportation system. The STS Vision also assumes an individual's vehicle insurance costs are shifted to a system based on the miles driven and modeled biennial registration fees are maintained at pre-2026 legislated rates.

TABLE 22: STATE-LED PRICING (2024\$ PER MILE)

Year	Vehicle Use Fees ⁷		PAYD Insurance
	Fuels tax and VMT fees	Full road cost recovery ⁸	
2005	\$0.044	\$0.000	\$0.000
2021	\$0.045	\$0.000	\$0.002
2050 Reference	\$0.049	\$0.000	\$0.007
2050 Preferred	\$0.048	\$0.045	\$0.213

Fuels Tax and VMT Fees

Both scenarios assume an increase in Fuels tax and VMT fees by 2050. This includes current federal and state fuels taxes. The Preferred scenario reflects fees assumed in the STS Vision. The federal fuel tax component is held constant over time at \$0.184/gallon.

The STS transitions to a 3 cent (in 2005\$ or 5 cents in 2024\$) per mile VMT tax which would affect all vehicles regardless of powertrain. The VMT fee in year 2050 (indexed to keep up with inflation) is included in both scenarios to help cover the cost of maintaining a multi-modal transportation system.

Full Road Cost Recovery Fees

The Preferred scenario reflects the STS Vision, which presumes that in addition to the VMT and fuel taxes there are additional costs used to maintain the transportation system that are

⁷ This assumption was represented as the "Full OTP Implementation (4x)" scenario in the Oregon Transportation Plan Section 7.4.1 Oregon Funding Context and Funding Scenarios. In the STS Vision, these additional fees were set at rates to also capture social costs or externalities, such as carbon taxes.

⁸ Sustainable Transportation funding captured through rates based on social and environmental costs of driving i.e., weight-based vehicle registration fees, carbon tax, etc.

collected based on the social and environmental impacts that vehicle driving imposes.⁹ These kinds of costs are harder to pay for than environmental ones, but state agencies can still reduce their harm and frequency through pricing programs that encourage travel with lower social costs.

Mileage-based Insurance

In addition to vehicle use fees covered above, the Preferred scenario assumes 100% participation in mileage based insurance programs, or Pay-as-you-drive, as envisioned in the STS. To complement the shift to “user pays true” costs, existing transportation related costs can be shifted to a per-mile basis. Pay as you drive insurance programs charge insured drivers based on the miles they drive, instead of paying an annual insurance premium. If you drive less, your insurance costs are lower, which encourages people to drive less to save money. The Reference scenario assumes a small number of drivers choose to participate in this program.

CFEC GHG Target

The Oregon Metropolitan GHG Target rules (OAR 660-044-0015) requires the cities of Salem and Keizer, and Marion County to develop a locally agreed-to scenario plan that achieves the region GHG Target (OAR 660-044-0025), which is a reduction in GHG emissions from light duty vehicles by 20% from 2005 levels by 2040 or earlier, 25% by 2045, and 30% by 2050. According to OAR 660-044-0030 the GHG Targets are defined as the ratio of future year to year 2005 vehicle miles traveled per capita after controlling for the effects of state and federal policies and other conditions on vehicles, fuels, and pricing. It is important to note that these GHG Target reductions are focused on actions within local authority and are allowed to assume state-actions in vehicle fleet, fuels, and pricing programs. The scenario plan, represented by the SK VE-RSPM Preferred Scenario discussed above, identifies the agree upon path by jurisdictions to achieve the regional GHG Target set out for them by 2050.

TABLE 23: OAR GHG TARGET REDUCTION

GHG TARGET		REFERENCE SCENARIO		PREFERRED SCENARIO	
Year	Percent Change from 2005	Light Duty Vehicle DVMT Per Capita	Percent Change from 2005	Light Duty Vehicle DVMT Per Capita	Percent Change from 2005
2005	-	18.0	-	17.8	-
2021	-	16.2	-10.0%	16.2	-10.0%
2050	-30%	16.2	-10.0%	12.2	-32.2%

⁹ Oregon Transportation Emissions website. Other True Costs of Driving.
<https://www.oregontransportationemissions.com/other-true-costs-of-driving> and the Costs of Motor Vehicle Travel
https://github.com/VisionEval/VisionEval/blob/main/sources/modules/VETravelPerformance/inst/extdata/sources/STS_White_Paper_on_External_Costs_9-21-2011.pdf

Appendix G

OAR Compliance Crosswalk

Appendix to Salem-Keizer Regional Scenario Planning Report

OAR Compliance Crosswalk

This table contains the Scenario Plan requirements in *OAR 660-044-0110 Land Use and Transportation Scenario Plan Contents* and the corresponding sections of the Salem-Keizer Regional Scenario Plan.

660-044-0110 Land Use and Transportation Scenario Plan Contents	Salem-Keizer Regional Scenario Plan Section
(1) A planning period of at least 20 years in the future	1.1 GHG Emission Reduction Target, 5.1 Regional Preferred Scenario
(2) An assessment of the housing and transportation needs of underserved populations	3.1 Community Engagement, 4.2 Housing and Transportation Needs of Underserved Communities
(3) Policies and strategies intended to achieve the applicable greenhouse gas emissions reduction target in OAR 660-044-0025	5.2 Local Policies and Strategies
(4) Planning assumptions used to develop the scenario including: (a) Regionally significant projects reasonably likely to be funded through the planning period; (b) Regionally significant projects that would require additional funding; (c) General estimates of the amount of additional funding required; and (d) Potential sources of additional funding.	5.2.6 System Operations 7.2 Funding Needs for Implementation 7.2 Funding Needs for Implementation 7.2 Funding Needs for Implementation
(5) Projections of land uses for the planning period including: (a) Residential densities and locations; (b) Employment densities and locations; (c) Climate Friendly Areas as designated under OAR 660-012-0315; and (d) Total regional population consistent with forecasts under OAR 660-032-0020.	5.2.1 Land Use Figure 7. Residential Density in 2050 5.2.1 Land Use Figure 8. Employment Density in 2050 5.2.1 Land Use Figure 9. Proposed Climate Friendly Areas - Appendix A. Scenario Summary Tables, Appendix F. VisionEval Scenario Modeling Documentation
(6) Analysis of local development regulations to identify any changes needed to enable development of the projected land uses, such as: (a) Comparison of zoning maps with projected land use needed to meet the target; (b) Parking requirements; and (c) Electric vehicle charging requirements.	7.1 Local Zoning Regulation Changes
(7) Projection of future greenhouse gas emissions for the planning period using methods described in OAR 660-044-0030 using a preferred land use and transportation scenario to meet the applicable greenhouse gas reduction target in OAR 660-044-0025.	5.1 Regional Preferred Scenario Figure 5. Preferred Scenario Performance

(8) Assumptions used to project future greenhouse gas emissions including: (a) Assumptions about state and federal policies and programs; (b) Assumptions about vehicle technology, fleet or fuels, if those are different than those provided in OAR 660-044-0030; and (c) Assumptions about proposed regional programs or actions such as investments and incentives not already included in the list of transportation projects and projections of future land uses.	• 5.3 State and Federal Actions, Appendix F. VisionEval Scenario Modeling Documentation • OAR 660-044-0030 assumptions included • 5.1 Regional Preferred Scenario, Appendix F. VisionEval Scenario Modeling Documentation
(9) Performance measures and methodologies that cities and counties will use to report on implementation of the preferred land use and transportation scenario, including: (a) Regional performance measures to determine whether outcomes are progressing to achieve the projected reductions in greenhouse gas emissions. The regional performance measures must include actual performance for the data elements used to project greenhouse gas emissions as described in OAR 660-044-0030. (b) Local implementation performance measures to determine whether cities and counties are taking the actions necessary to implement the preferred land use and transportation scenario. (c) Equity performance measures to determine whether implementation of the preferred land use and transportation scenario is improving equitable outcomes for underserved communities.	• 6.1 Performance Measures Table 5. Performance Measures • 6.1 Performance Measures Table 5. Performance Measures • 6.1 Performance Measures Table 5. Performance Measures
(10) The performance measures in section (9) must include: (a) A set of performance measures including methods, details, and assumptions to calculate the value; (b) Baseline current data, or historical data, for each performance measure; (c) A reporting schedule repeating every four or five years through the planning period; (d) A target for each performance measure for each reporting point; and (e) Best available demographic information for underserved populations.	• Appendix C-E. Target Setting Methodology for Salem, Keizer, Marion County • Appendix C-E. Target Setting Methodology for Salem, Keizer, Marion County • 7.3 Reporting and Monitoring • 6.2 Performance Targets Table 6. Performance Targets • 4.2 Housing and Transportation Needs of Underserved Communities Figure 4. Underserved Neighborhoods
(11) Report on community-based conversations and other efforts to solicit input from underserved communities.	• 3.1 Community Engagement, Appendix B. Engagement Summary
(12) An assessment of benefits and burdens of the scenario on underserved community members compared to the population as a whole.	• 3.1 Community Engagement, 5.1.1 Equity and Engagement, 6.3 Tracking Performance for Underserved Neighborhoods



To: Mayor Clark and City Council Members
Thru: Adam J. Brown, City Manager
From: Adam Brown, City Manager
Subject: 2026 Keizer Community Survey

Proposed Motion

I move that the Keizer City Council approve the discretionary questions as presented in the proposed Keizer Community Survey.

or

I move that the Keizer City Council approve the discretionary questions as amended in the proposed Keizer Community Survey.

I. Summary

Keizer is launching a community survey that includes a section the City can customize to address current priorities and issues. The purpose of this discussion is to review and refine the proposed customized portion of the survey.

II. Background

- A. The 2025–2026 budget includes funding for a community survey to measure resident satisfaction with City services. Understanding how customers perceive service delivery is a best practice for both governments and businesses.
- B. Keizer will use The National Community Survey, a research-backed instrument with over 20 years of data. This platform allows us to compare results regionally and nationally against more than 500 communities across the United States. Several Oregon cities, including Beaverton, Tigard, Albany, Corvallis, West Linn, and Wilsonville, also use Polco's survey platform.
- C. Keizer's last community survey, conducted in 2007 by the Council of Governments, lacked robust analysis. In contrast, the Polco survey ensures statistically sound data collection and reporting.
- D. The timing aligns with the first year of the City's strategic plan. Staff recommends conducting the survey every two years, giving elected officials and staff time to

review results, adjust goals, and implement changes before the next measurement.

- E. The survey will use a hybrid approach: a random sample of households will receive a mailed invitation with a QR code for online participation. If no response is received, follow-up mailers will be sent, and eventually, a paper survey with prepaid return postage will be provided. Approximately 2,000 responses are needed for statistical significance.
- F. Residents outside the random sample can participate through an open online survey promoted via social media. These responses will be reported separately, however, since the responses will not be randomized. Polco will include their results separately in the final report.
- G. Additionally, Polco provides an online engagement tool as part of the two-year contract. This feature enables real-time resident input on specific issues, offering multiple opportunities for ongoing public engagement.

III. Current Situation

- A. Staff has already deleted many questions that did not apply to Keizer.
- B. Some customization of questions is allowed in the survey. The purpose of the discussion today is to review the customized questions with you. The draft presented to you is based on current strategic priorities and issues facing the city now. The City Council can take out anything that is currently proposed in the customized section (questions 13-16) or suggest questions that you may prefer. If there are questions to be added, staff can work with Polco to professionally word the questions. The current customized questions are below for your consideration.
 - 1. How important is it to you that the City focus on each of the following (strategic goals)?
 - a. Public Safety
 - b. Transportation & Infrastructure
 - c. Economic & Community Development
 - d. Operational Efficiency and Quality of Service
 - e. Engaged Community
 - f. Community Growth
 - 2. The City currently adds fluoride to the municipal water system and is considering discontinuing this practice. Overall, do you support or oppose continuing fluoride treatment of the City's drinking water?
 - 3. Would you support paying additional taxes or fees to maintain current police staffing levels?
 - 4. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about City of Keizer government and its activities, events, and services.
 - a. City website

- b. K23 television channel
- c. Live Council/board broadcasts
- d. Talking with city officials
- e. Word of mouth
- f. Social Media

IV. **Analysis**

- A. **Strategic Impact** - The community survey will provide baseline data for the City's strategic plan. Over time, we can measure the long-term impact of the City's efforts to improve service delivery.
- B. **Financial** - The 2025-2026 included a budget of \$20,000. Polco has priced down their service to fit within the city's budget.
- C. **Timing** - We would like to send the survey out in late January or early February. Review of the customized section is important to maintain that timeline. Subsequent surveys will be conducted at the same time of the year to have equal measurement intervals and to mitigate any seasonal difference in responses.
- D. **Policy/Legal** - We are seeking the City Council's input on the customized questions.

V. **Alternatives**

- A. Approve the customized questions as recommended.
- B. Approve the customized questions as amended.

VI. **Recommendation**

Staff recommends approval of the customized questions with any amendments desired by the Keizer City Council.

Attachments

- 1. The NCS Instrument 2026 D4

"Agenda Management Services are being supported, in whole or in part, by federal award number 21.019 awarded to City of Keizer by the U.S. Department of the Treasury."

The City of Keizer 2026 Community Survey

Please complete this survey if you are an adult (age 18 or older). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Keizer.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Keizer as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Keizer as a place to raise children	1	2	3	4	5
Keizer as a place to work.....	1	2	3	4	5
Keizer as a place to visit.....	1	2	3	4	5
Keizer as a place to retire.....	1	2	3	4	5
The overall quality of life in Keizer	1	2	3	4	5
Sense of community	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Keizer as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Keizer	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Keizer.....	1	2	3	4	5
Overall design or layout of Keizer's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Keizer	1	2	3	4	5
(water, sewer, storm water, electric/gas, broadband)	1	2	3	4	5
Overall feeling of safety in Keizer	1	2	3	4	5
Overall quality of natural environment in Keizer.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Keizer.....	1	2	3	4	5
Overall opportunities for education, culture, and the arts	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Keizer to someone who asks.....	1	2	3	4	5
Remain in Keizer for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day	1	2	3	4	5	6
In Keizer's downtown/commercial area during the day.....	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Keizer community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Keizer community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Keizer	1	2	3	4	5
Variety of business and service establishments in Keizer	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Keizer	1	2	3	4	5
Overall image or reputation of Keizer	1	2	3	4	5

7. Please also rate each of the following in the Keizer community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Keizer	1	2	3	4	5
Ease of travel by public transportation in Keizer	1	2	3	4	5
Ease of travel by bicycle in Keizer	1	2	3	4	5
Ease of walking in Keizer	1	2	3	4	5
Well-planned residential growth.....	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods.....	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Keizer.....	1	2	3	4	5
Overall appearance of Keizer	1	2	3	4	5
Cleanliness of Keizer	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care.....	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts	1	2	3	4	5
Availability of affordable quality childcare/preschool	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride	1	2	3	4	5
Neighborliness of residents in Keizer.....	1	2	3	4	5
Opportunities to participate in social events and activities.....	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer.....	1	2	3	4	5
Opportunities to participate in community matters.....	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Keizer (in-person, phone, email, or web) for help or information	1	2
Contacted Keizer elected officials (in-person, phone, email, or web) to express your opinion	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting	1	2
Volunteered your time to some group/activity in Keizer.....	1	2
Campaigned or advocated for a local issue, cause, or candidate	1	2
Voted in your most recent local election.....	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone.....	1	2
Walked or biked instead of driving.....	1	2

The City of Keizer 2026 Community Survey

9. Please rate the quality of each of the following services in Keizer.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility	1	2	3	4	5
Utility billing	1	2	3	4	5
Police/Sheriff services.....	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control	1	2	3	4	5
Ambulance or emergency medical services.....	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts).....	1	2	3	4	5
Keizer open space.....	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
City parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Keizer employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Keizer government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Keizer	1	2	3	4	5
The overall direction that Keizer is taking	1	2	3	4	5
The job Keizer government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Keizer government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Being open and transparent to the public	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Keizer.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Keizer community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Keizer	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Keizer	1	2	3	4
Overall design or layout of Keizer's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Keizer (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Keizer	1	2	3	4
Overall quality of natural environment in Keizer	1	2	3	4
Overall quality of parks and recreation opportunities	1	2	3	4
Overall health and wellness opportunities in Keizer	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents' connection and engagement with their community	1	2	3	4

13. The City is finalizing its strategic priorities for the coming years. How important is it to you that the City focus on each of the following?

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Public Safety (e.g., police, fire, emergency response)	1	2	3	4
Transportation & Infrastructure (e.g., streets, traffic, utilities)	1	2	3	4
Economic & Community Development (e.g., local businesses, jobs, downtown vitality)	1	2	3	4
Operational Efficiency & Quality of Service (e.g., cost-effective services, responsiveness)	1	2	3	4
Engaged Community (e.g., public input, civic participation)	1	2	3	4
Community Growth (e.g., housing, population growth, long-term planning)	1	2	3	4

14. The City currently adds fluoride to the municipal water system and is considering discontinuing this practice. Overall, do you support or oppose continuing fluoride treatment of the City's drinking water?

☐ Strongly support ☐ Somewhat support ☐ Somewhat oppose ☐ Strongly oppose

15. Would you support paying additional taxes or fees to maintain current police staffing levels?

☐ Yes → go to D15a ☐ No ☐ Not sure

15a. If you would support paying more to maintain current police staffing levels, which option would you prefer?

- ☐ An added fee on my City services bill (e.g., water and sewer)
☐ An increase in property taxes
☐ No preference

16. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about City of Keizer government and its activities, events, and services.

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
City website	1	2	3
K23 television channel	1	2	3
Live council/board broadcasts	1	2	3
Talking with city officials	1	2	3
Word-of-mouth	1	2	3
Social media (Facebook, YouTube, Instagram)	1	2	3

The City of Keizer 2026 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several times a day	Once a day	A few times a week	Every few weeks	Less often or never	Don't know
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. How many years have you lived in Keizer?

- ☐ Less than 2 years
- ☐ 2-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years

D5. Which best describes the building you live in?

- ☐ Single-family detached home
- ☐ Townhouse or duplex (may share walls but no units above or below you)
- ☐ Condominium or apartment (have units above or below you)
- ☐ Mobile home
- ☐ Other

D6. Do you rent or own your home?

- ☐ Rent
- ☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

- ☐ Less than \$300
- ☐ \$300 to \$599
- ☐ \$600 to \$999
- ☐ \$1,000 to \$1,499
- ☐ \$1,500 to \$2,499
- ☐ \$2,500 to \$3,999
- ☐ \$4,000 to \$6,999
- ☐ \$7,000 to \$9,999
- ☐ \$10,000 or more

D8. Do any children 17 or under live in your household?

- ☐ No
- ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

- ☐ No
- ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- ☐ Less than \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 to \$299,999
- ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

- ☐ No
- ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- ☐ American Indian or Alaskan Native
- ☐ Asian
- ☐ Black or African American
- ☐ Native Hawaiian or Other Pacific Islander
- ☐ White
- ☐ A race not listed

D13. In which category is your age?

- ☐ 18-24 years
- ☐ 25-34 years
- ☐ 35-44 years
- ☐ 45-54 years
- ☐ 55-64 years
- ☐ 65-74 years
- ☐ 75 years or older

D14. What is your gender?

- ☐ Woman
- ☐ Man
- ☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

- ☐ Agender/I don't identify with any gender
- ☐ Genderqueer/gender fluid
- ☐ Non-binary
- ☐ Transgender man
- ☐ Transgender woman
- ☐ Two-spirit
- ☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 14050, Houston, TX 77221-9904