

SUMMARY OF INITIAL PUBLIC POLLING

An initial public opinion poll was advertised to the community, and then located on the Comprehensive Plan website following our first community workshop.

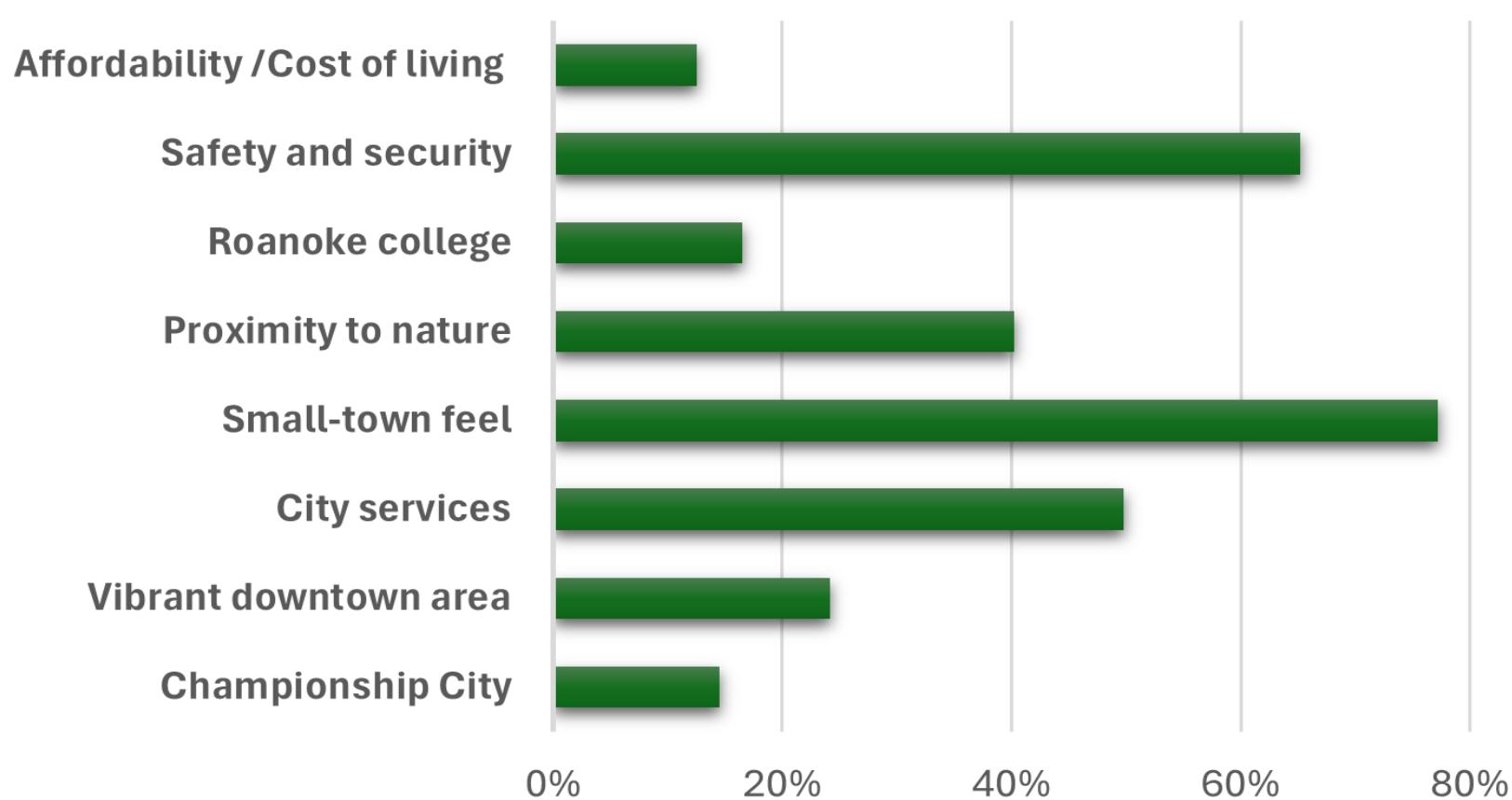
The purpose of the poll was to begin a broad discussion with the community on what's working, what may need work, and what priorities there may be.

This was not a statistically valid survey and was but one part of community participation. Using polling allowed the team to expand its outreach beyond the participants of the first workshop.

In fact, over 600 residents took part in the polling. A summary of their responses is highlighted on the following info graphics:

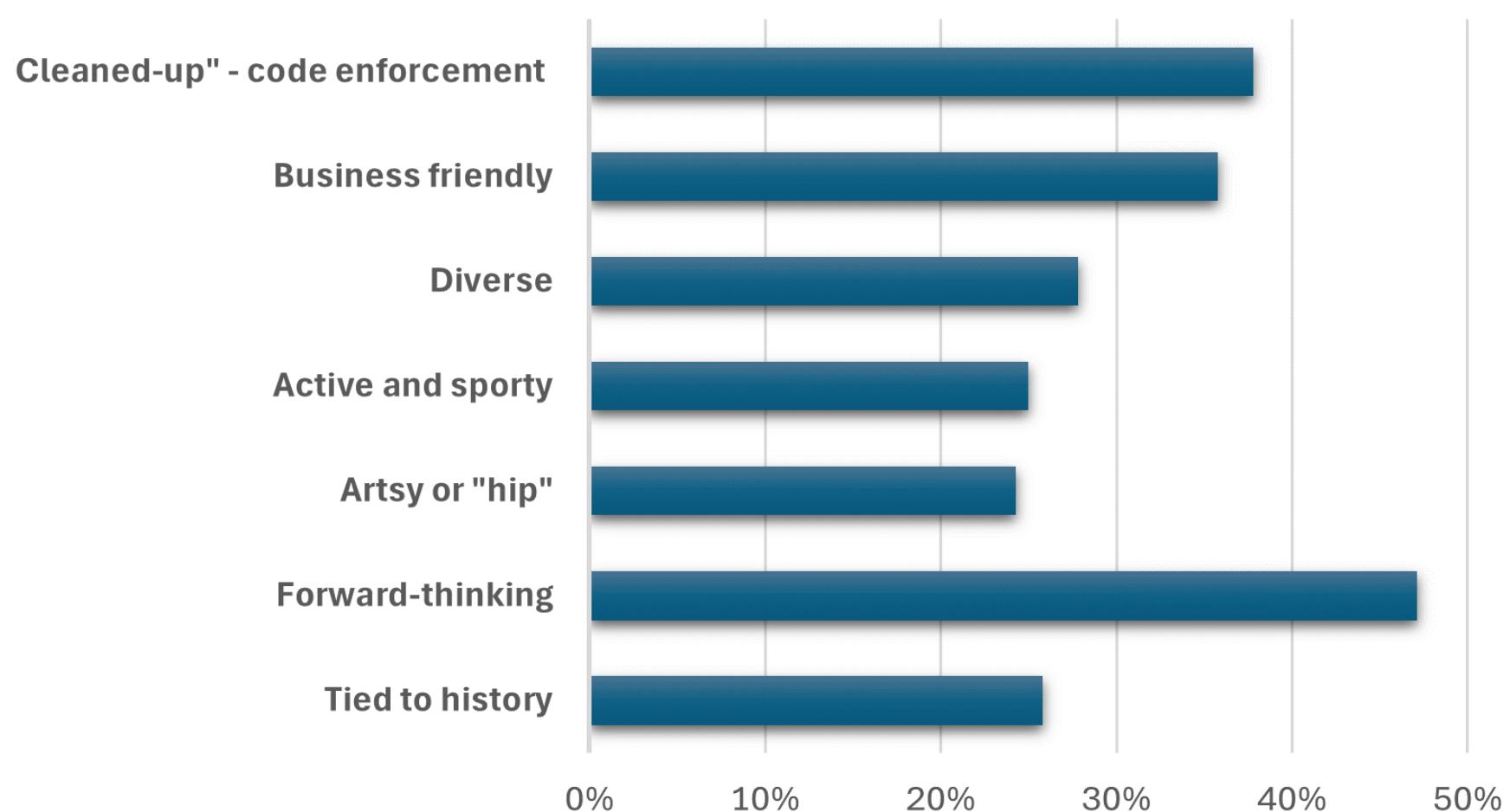


Salem's Strengths:



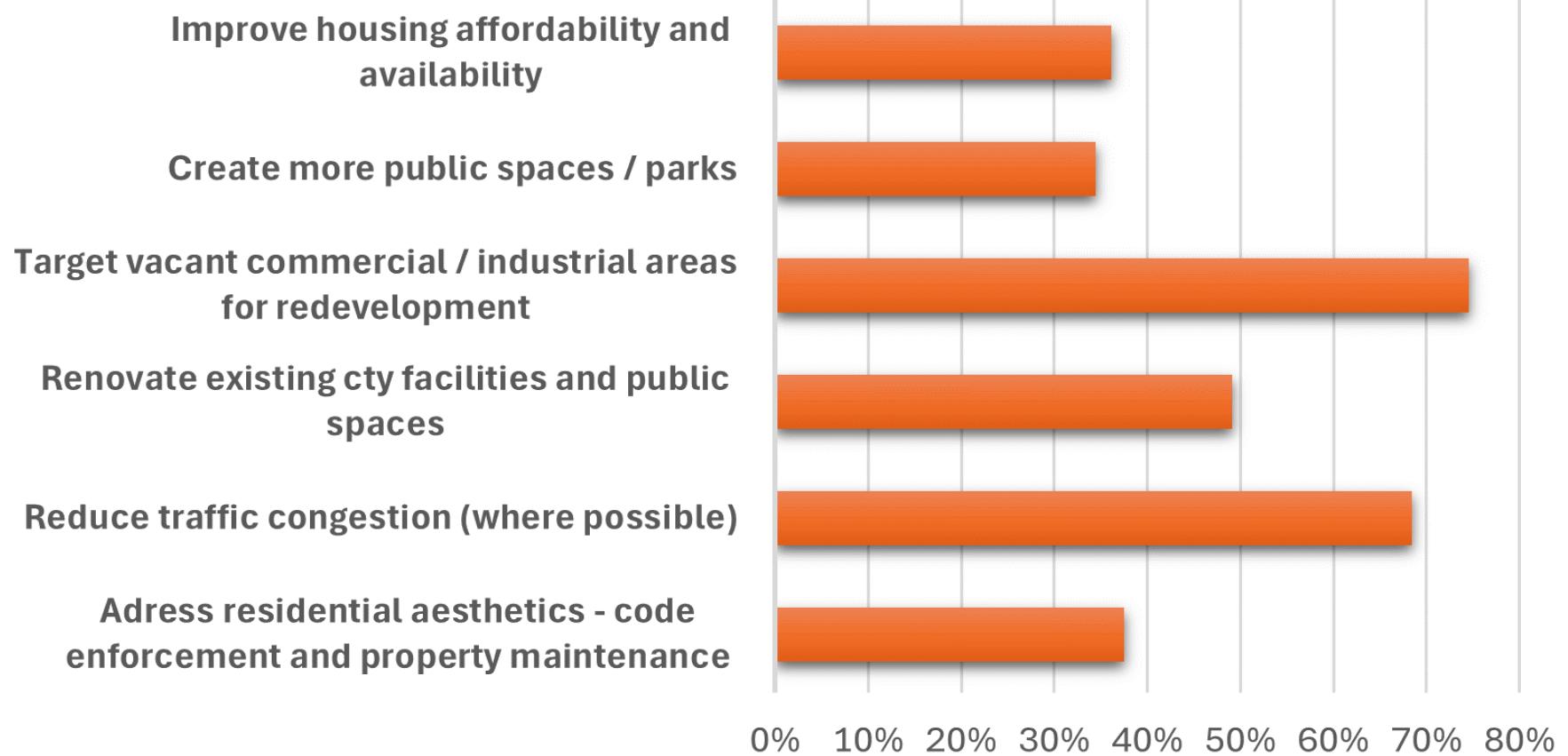
Participants of the polling described Salem's small-town feel, feeling of safety and security, the quality of our City's services, and its proximity to nature as its top strengths.

In the future, I would like for Salem to become:



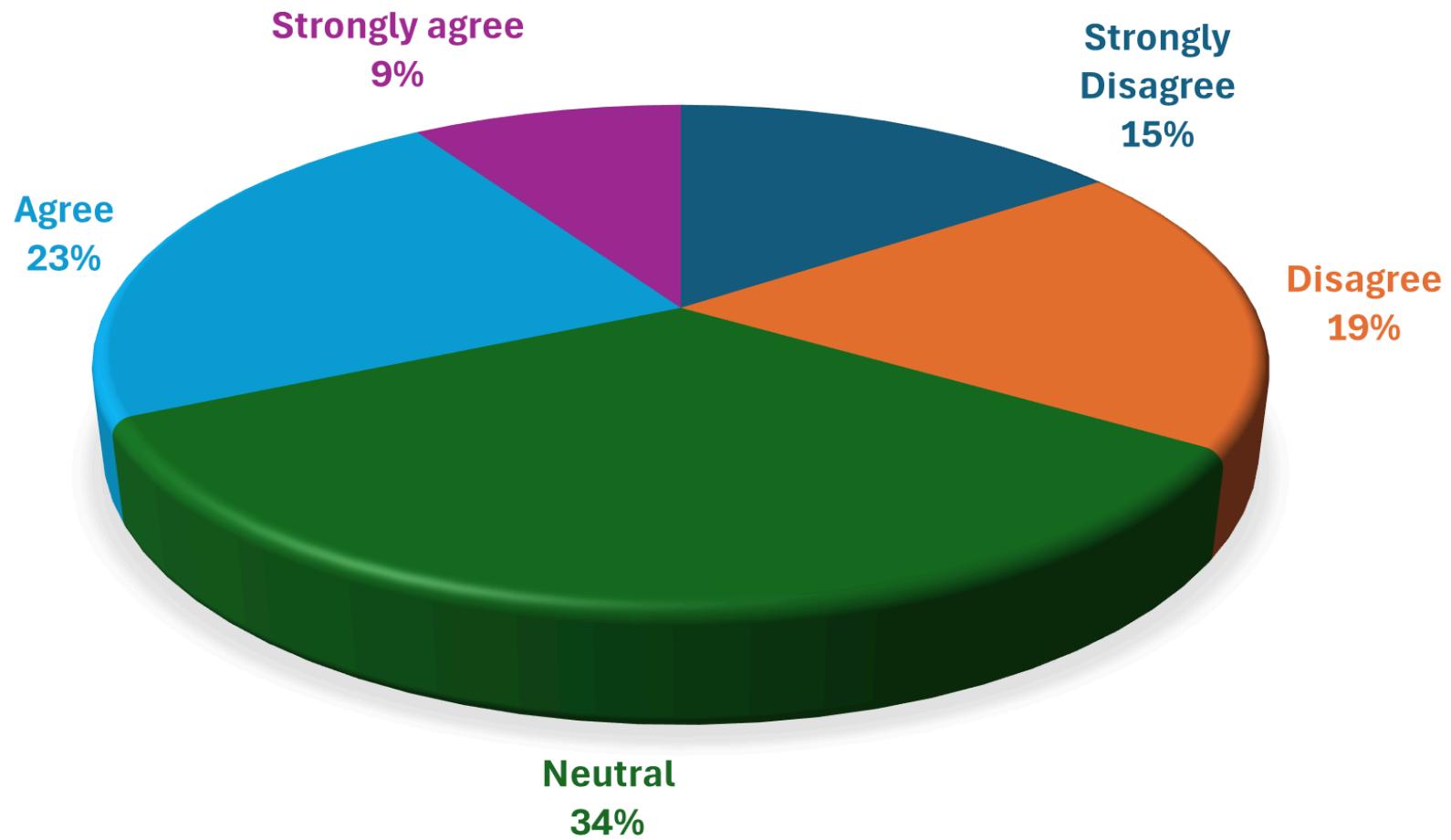
Participants expressed a desire for a city that is forward thinking, cleaned up, business friendly, and tied to its history. Many also want to become more artsy or hip, sporty, and diverse.

How would you prioritize improvement in Salem?:



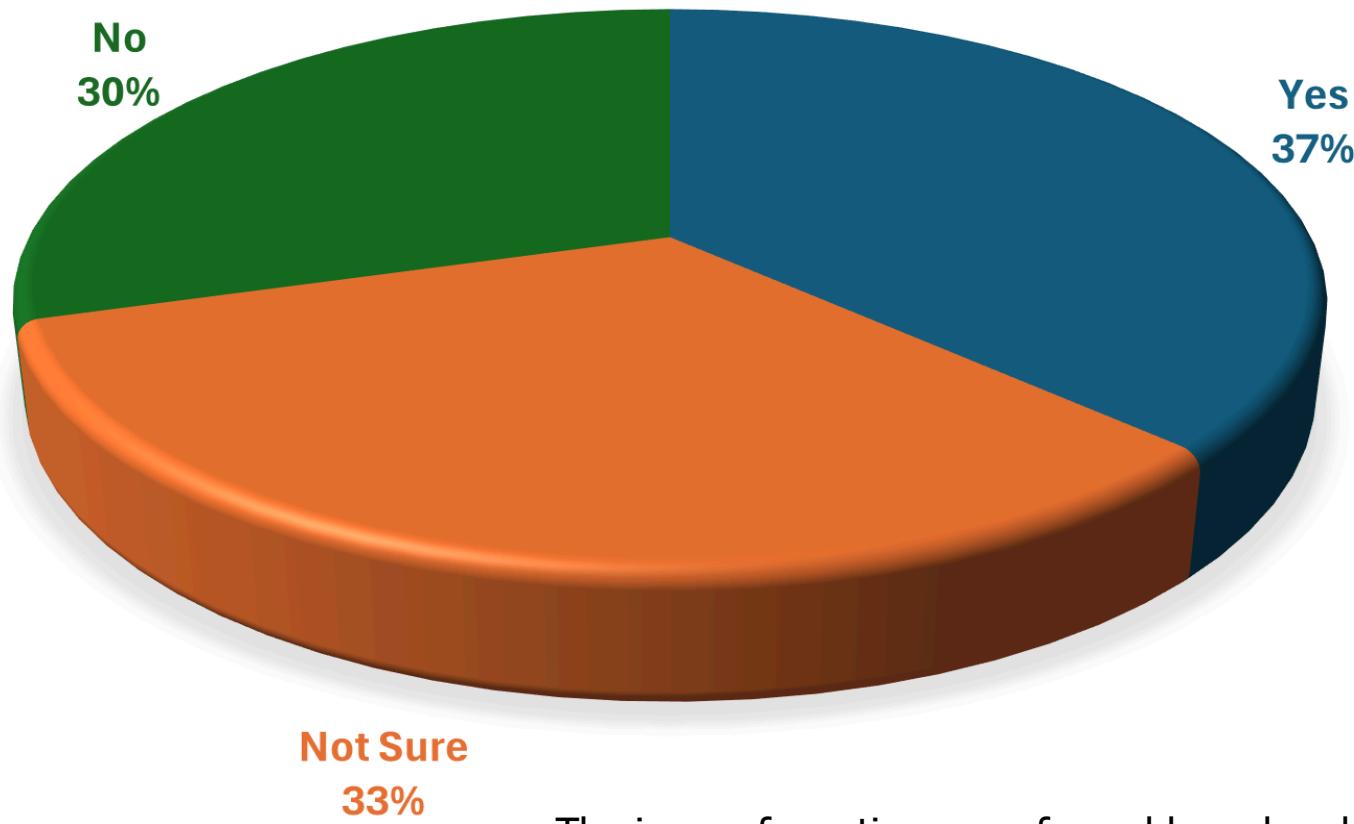
Targeting vacant area for redevelopment, reducing traffic congestion and renovating existing city facilities and public spaces very important priorities based on polling conducted so far.

Short-term rentals (Airbnb, Vrbo, etc.) should be permitted in residential areas:



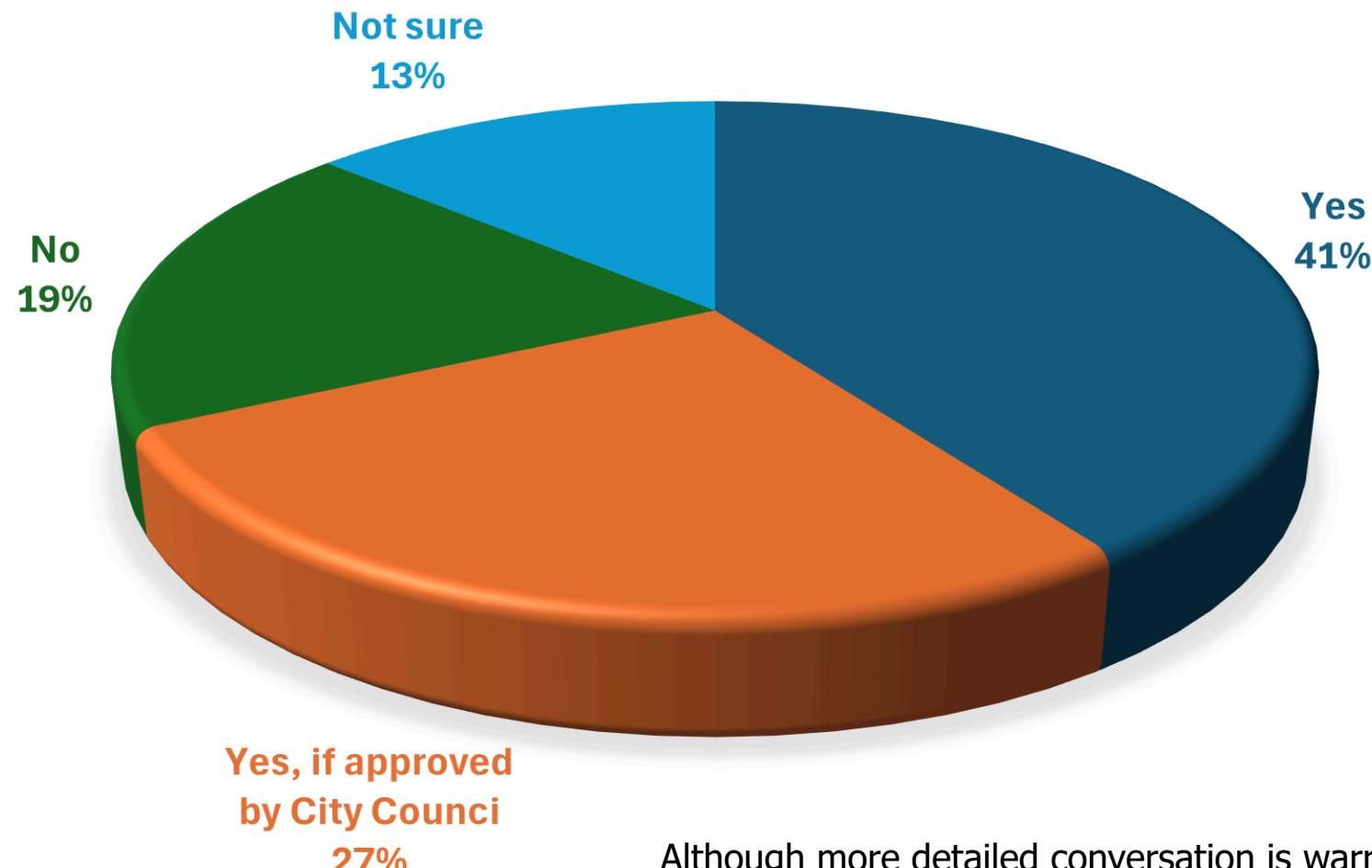
The issue of short-term rentals may require additional public conversation given that the most polling responses are split fairly evenly between neutral, agreement, and disagreement.

Should Salem adopt a property maintenance code to help the City to monitor the appearance of residential neighborhoods?:



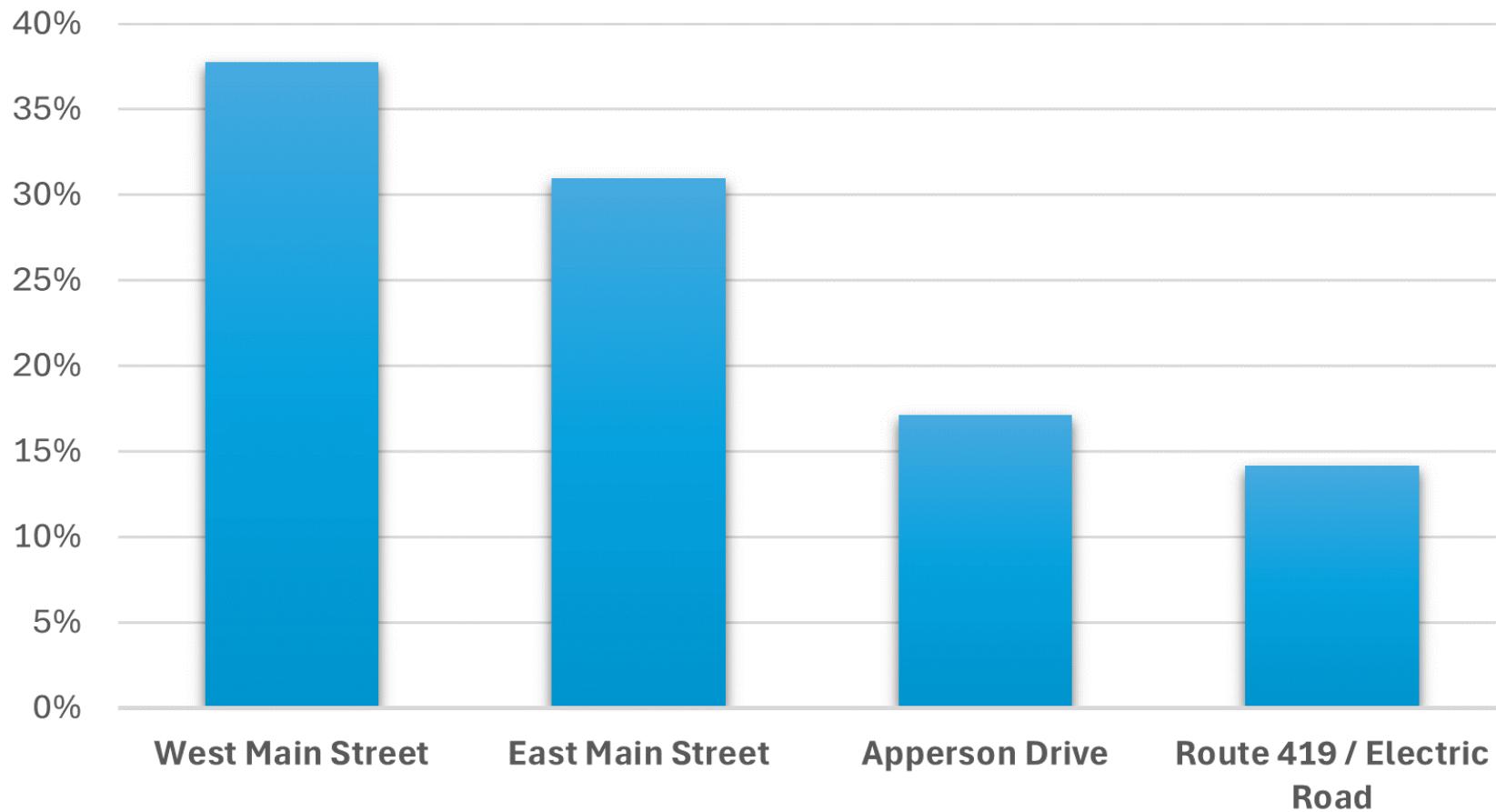
The issue of creating an enforceable code related to property maintenance may require additional public conversation given that polling responses are split fairly evenly between neutral, agreement, and disagreement.

Do you think Accessory Dwelling Units should be allowed in single family neighborhoods?



Although more detailed conversation is warranted to best inform those not sure, it appears that pollsters are OK with allowing accessory dwellings, or at least pursuing further study on the issue.

Which corridors should improvements (infrastructure/signage/etc.) be focused on? (first response):



Reducing traffic congestion, improving the aesthetics and multi-modal qualities of these major corridors is important for the plan to prioritize. West Main and East Main are the highest priorities according to polling participants.

Bullet list of other items important to participants based on comments provided:

- Skate park
- Safer walking / sidewalks
- Climate change
- Business development
- Pickle ball
- Biking and bike lanes
- Impact of I-81 traffic
- Property taxes
- More things to do downtown
- Street maintenance
- Improvements at Farmers Market
- Hope Tree concerns
- Business diversity
- Cost of living
- Taxes
- Cost of services
- Traffic and noise
- Consolidate City services into one location
- Solar energy
- Property rights
- ADA accessibility
- Protecting wildlife
- Car speeds
- Need for hotels
- Set priorities and get things done
- Senior citizens
- Systems level solutions
- Attracting young families
- Food choices
- Parks for kids
- Vacant and derelict lots
- Homelessness
- Infrastructure to support growth
- Flooding
- Keep Salem Salem
- Protect neighborhoods
- RV parking
- Native landscaping