



Salem-Keizer Regional Scenario Plan

NOVEMBER 2025 (Revised May 2026)



Salem-Keizer Regional Scenario Plan

Prepared for

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

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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
L RTP	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

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

Marion County undertakes this planning exercise voluntarily and in good faith collaboration with DLCD and local government partners. Marion County’s participation does not constitute any agreement that CFEC rules are binding on Marion County nor that DLCD’s preferences are shared. All legal rights are reserved. Marion County specifically objects to all DLCD policy preferences that would impose mandates or increase cost of living for county residents. Future action is contingent on state or federal funding.

1.1 Greenhouse Gas Emissions Reduction Target

The Oregon Metropolitan Greenhouse Gas Reduction Target rules OAR 660-044-0015 include provisions for the cities of Salem and Keizer, and the portion of Marion County within the Salem-Keizer urban growth boundary (UGB), to develop a local DLCD scenario that achieves the region’s DLCD 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 GHG reduction provisions are “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

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

regional authority, and accounts for the emissions reductions resulting from supportive actions within federal and state authority.

1.2 VisionEval Strategic Planning Model

The VisionEval model was used to develop the regional scenario plan for Salem, Keizer and the portion of Marion County within the Salem-Keizer urban growth boundary to achieve the GHG Target according to the DLCDC 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 the portions of Marion County within the Salem-Keizer urban growth boundary 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

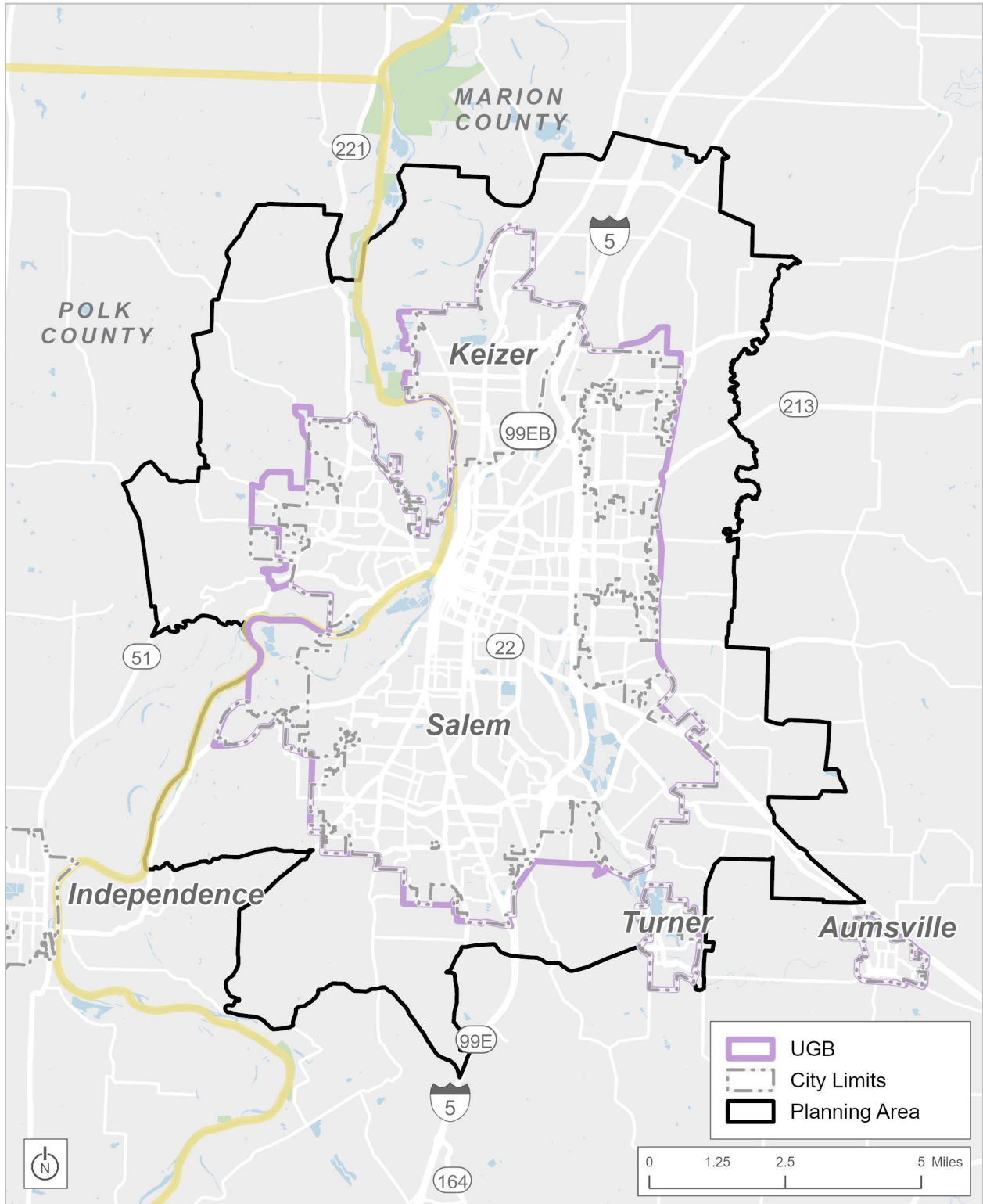


Table 1 provides housing and employment characteristics in the regional planning area as of 2021. It is important to note some aspects of the population and employment numbers in these summaries:

- 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)

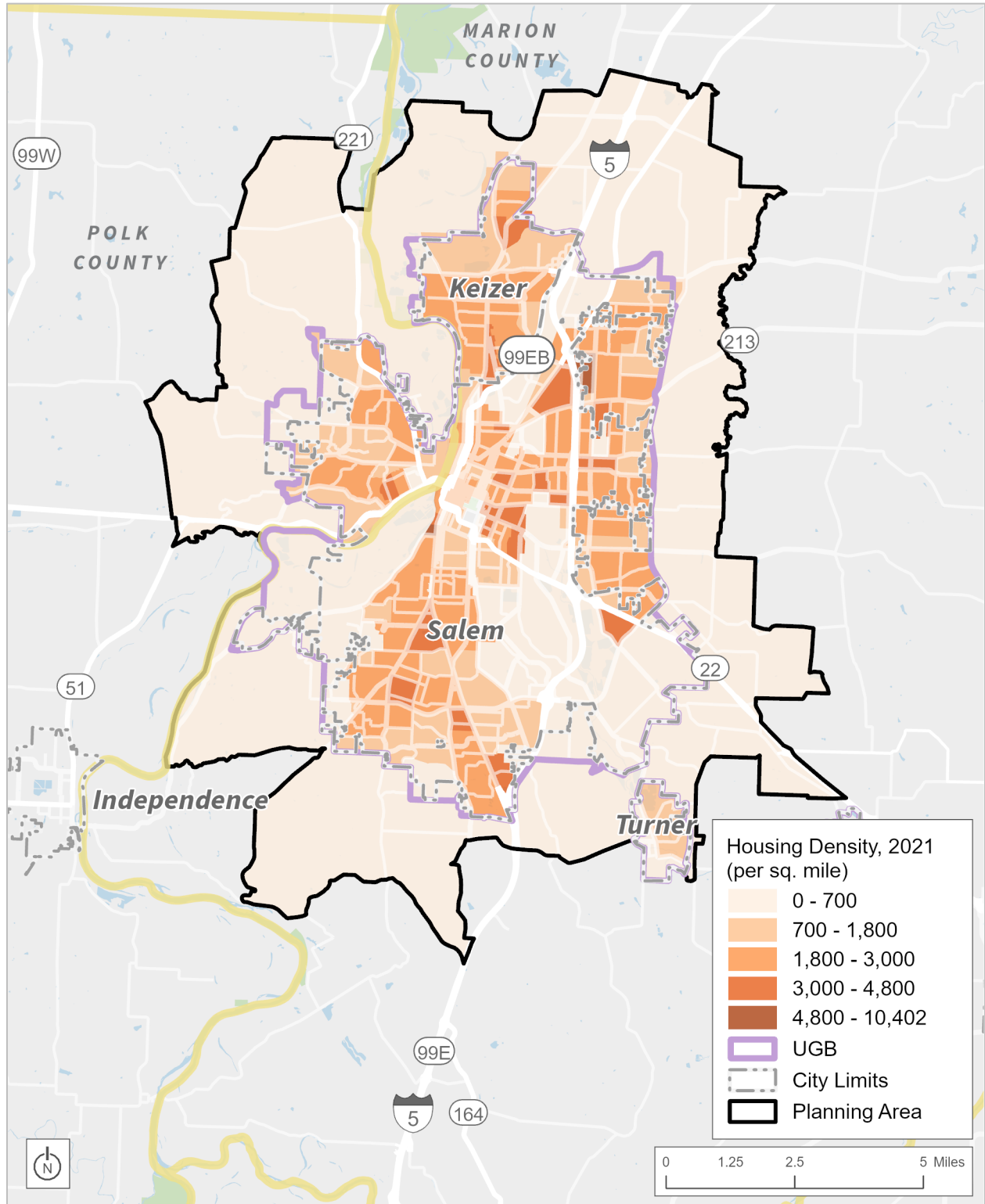
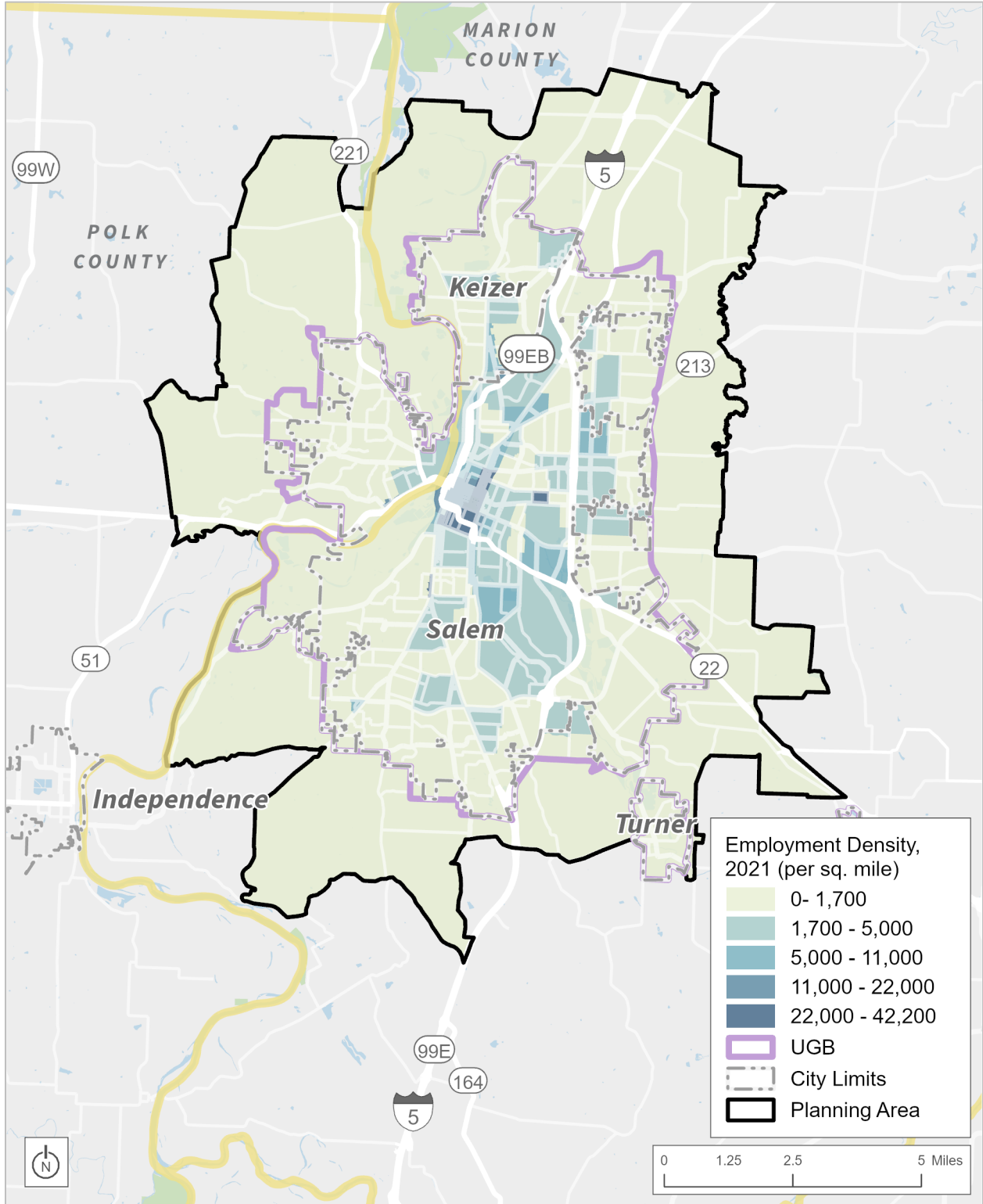


Figure 3. Employment Density in 2021 (Baseline Scenario)



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 communities labeled by the state as underserved communities to increase benefits and reduce burdens on these communities in the DLCD preferred scenario.³ Community feedback also informed the strategies each jurisdiction chose to implement in the DLCD 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),⁴ 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 DLCD preferred scenario and gathered input to inform performance measures. Engagement opportunities included an online and printed survey (with 284 responses),⁵ 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

³ Marion County provides services to all community members and does not agree with the state's definition of who is "underserved."

⁴ This survey was based on self-selected responses rather than a scientifically conducted survey.

⁵ This survey was based on self-selected responses rather than a scientifically conducted survey.

Engagement with Communities Labeled by the State as Underserved Communities: In developing the DLCDC 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 DLCDC 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 DLCDC 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 DLCD 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 state vehicle miles traveled (VMT) fee was added to this scenario, beyond the current vehicle use fees. The modeling assumptions used in the reference and DLCD preferred scenarios are documented in Appendix F, VisionEval Scenario Modeling Documentation (City Only). Marion County does not support any additional fees or taxes to further state policy preferences for GHG reductions.

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 DLCD 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 High Disparity Communities

Needs of individuals and families in high disparity 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 high disparity communities in the region.

Transportation needs:

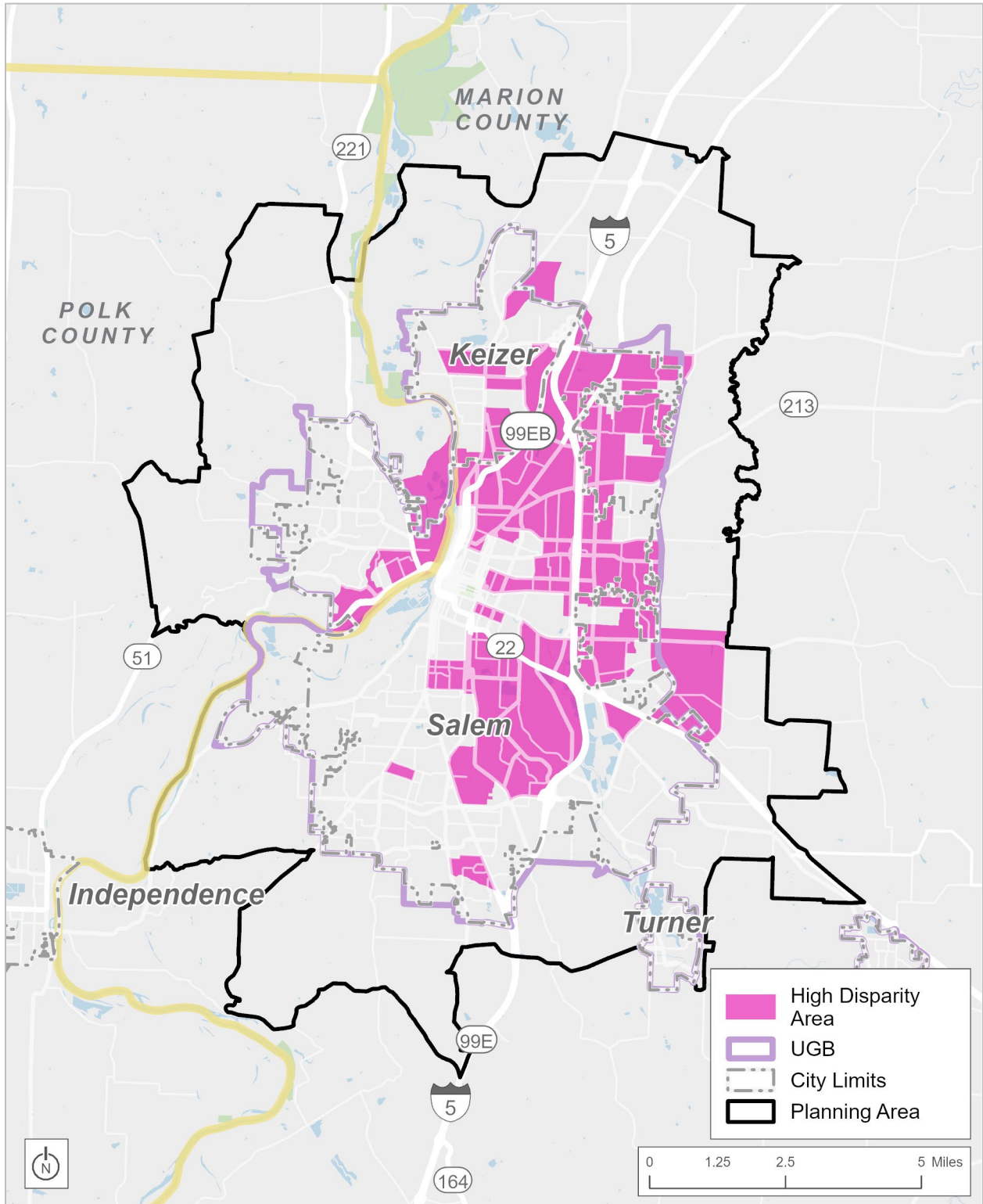
- The transportation system should be improved to provide safe and convenient options for residents of all ages, incomes, and cultures, with a particular focus on those who have been historically marginalized or live in areas lacking adequate infrastructure.
- Convenient and accessible public transit 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 high disparity 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, high disparity neighborhoods were evaluated 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 the focus, which included much of the region.

Figure 4. High Disparity Neighborhoods



5. Achieving the Greenhouse Gas Emissions Reduction Target

The DCLD 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 DCLD preferred scenario that achieves the GHG Target; however, formal adoption by a regional body is not required. Once identified, the DCLD preferred scenario is submitted to DLCD for approval, and subsequently, local jurisdictions may amend their comprehensive plans, TSPs, and land use regulations to be consistent with and implement relevant portions of that scenario. The DCLD preferred scenario was informed through a limited 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 DCLD preferred scenario. Testing results were brought back to the community and leaders, who provided further comments, direction, and refinements to arrive at a DCLD 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.

The modeling in this document may reflect a scenario preferred by the state, but Marion County does not adopt the modeled scenario as its own preferred scenario and does not take a policy position regarding whether the modeled scenario is preferred over other possible future outcomes.

5.1 DLCD 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, cities are moving ahead to implement a DLCD preferred scenario to reduce GHG across the region by 2050. The DCLD preferred scenario is comprised of policies and strategies that local governments and the transit agency control or influence. The DCLD preferred scenario represents a state 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 DLCD 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. Marion County does not support any additional fees or taxes to further state policy preferences for GHG reductions.

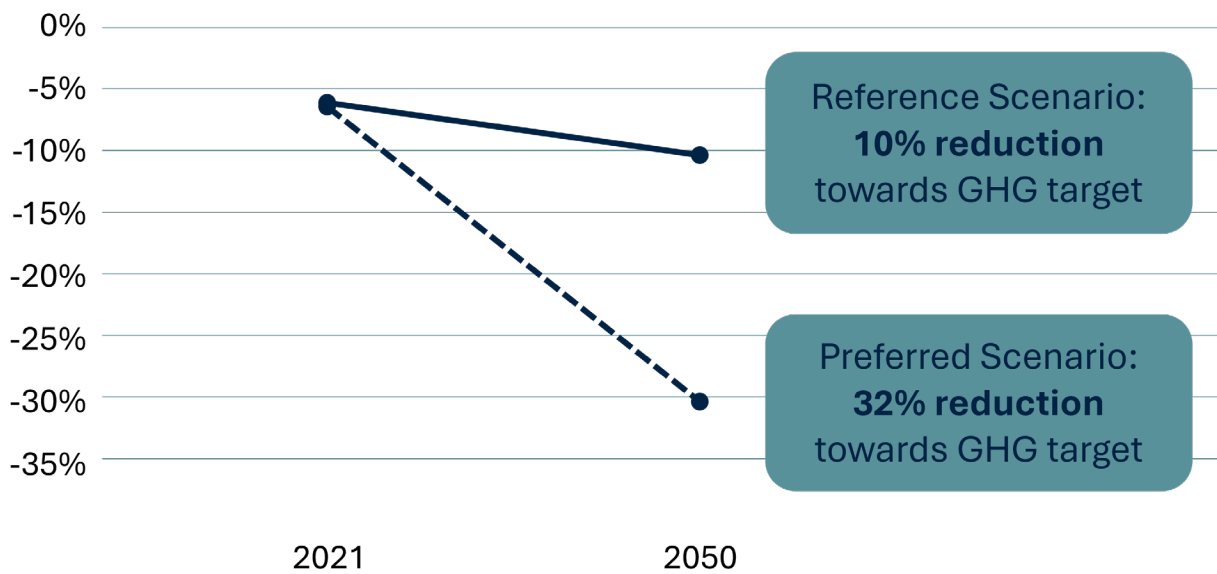
When fully implemented the DCLD preferred scenario will result in a 32% reduction towards the GHG Target by 2050, exceeding the region's full target of 30%. This relies on a combination of local and state actions, as well as sufficient funding to realize these changes to the way we get around.

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

Table 2. Summary of City Policy Actions

Policy Lever	Action	2021 Current Levels	2050 Reference Scenario	2050 DCLD 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
Salem 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. DLCD 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 high disparity communities in the region, and how the transportation system investments represented by the DCLD 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 DCLD 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 high disparity 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 DCLD preferred scenario policy choices broken down by each local authority. The results of the DCLD preferred scenario development presented in this report are tied to policy choices or “levers” that can influence travel behavior and GHG emissions.

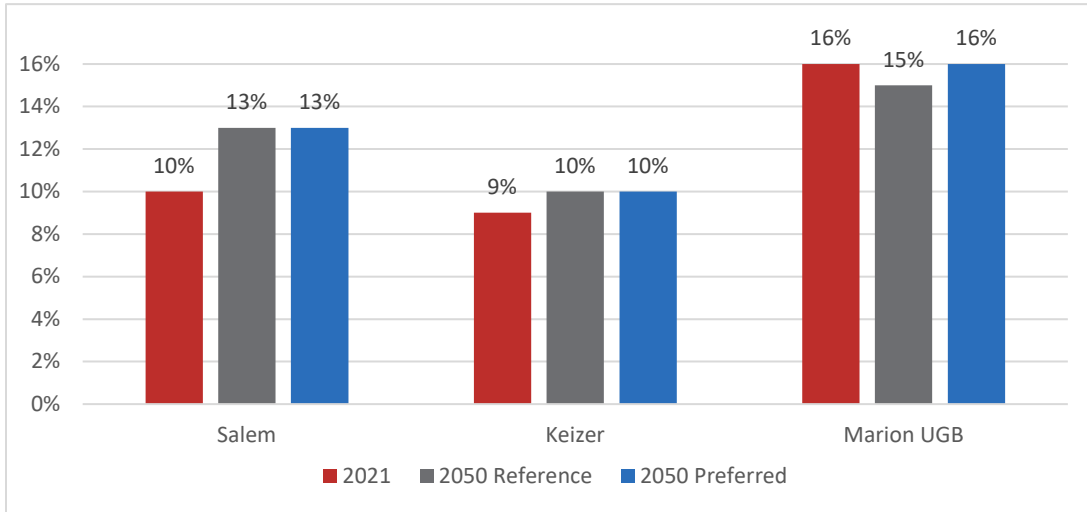
5.2.1 Land Use

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 DCLD 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 DCLD preferred scenario does not propose any further increases in mixed-use area density beyond existing city plans.

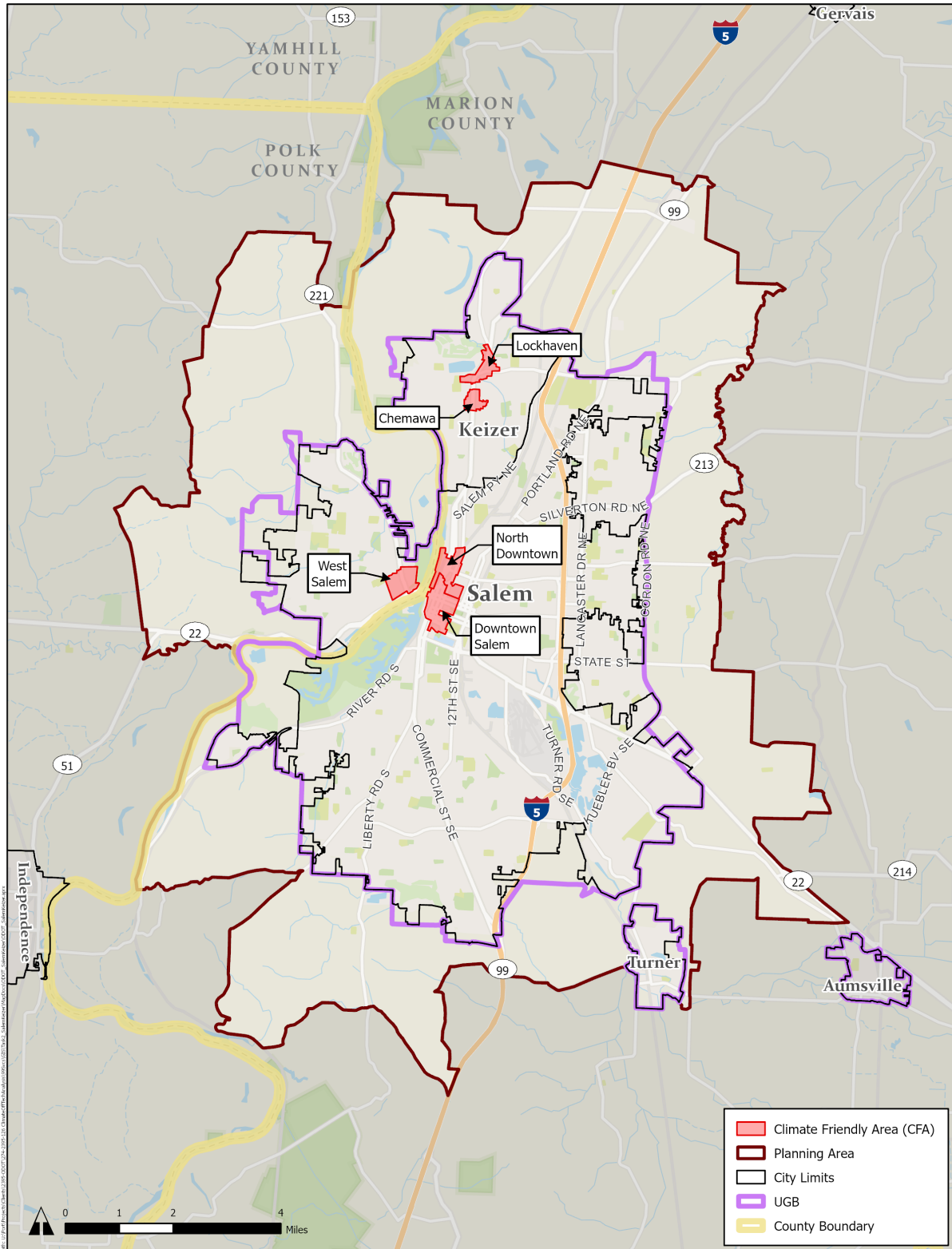
Figure 6 shows the share of households living in urban mixed-use areas. Urban mixed-use areas are not directly equivalent to mixed-use zoning.

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



Error! Reference source not found. and **Error! Reference source not found.** are reserved. Figure 7 shows proposed Climate Friendly Areas (CFAs) for Salem and Keizer. The Salem and Keizer CFA areas, when combined with the current density of the portion of Marion County within the Salem-Keizer urban growth boundary, will meet the regional density needs. Proposed CFAs are neighborhoods planned to be designated 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. Proposed Climate-Friendly Areas



5.2.2 Parking

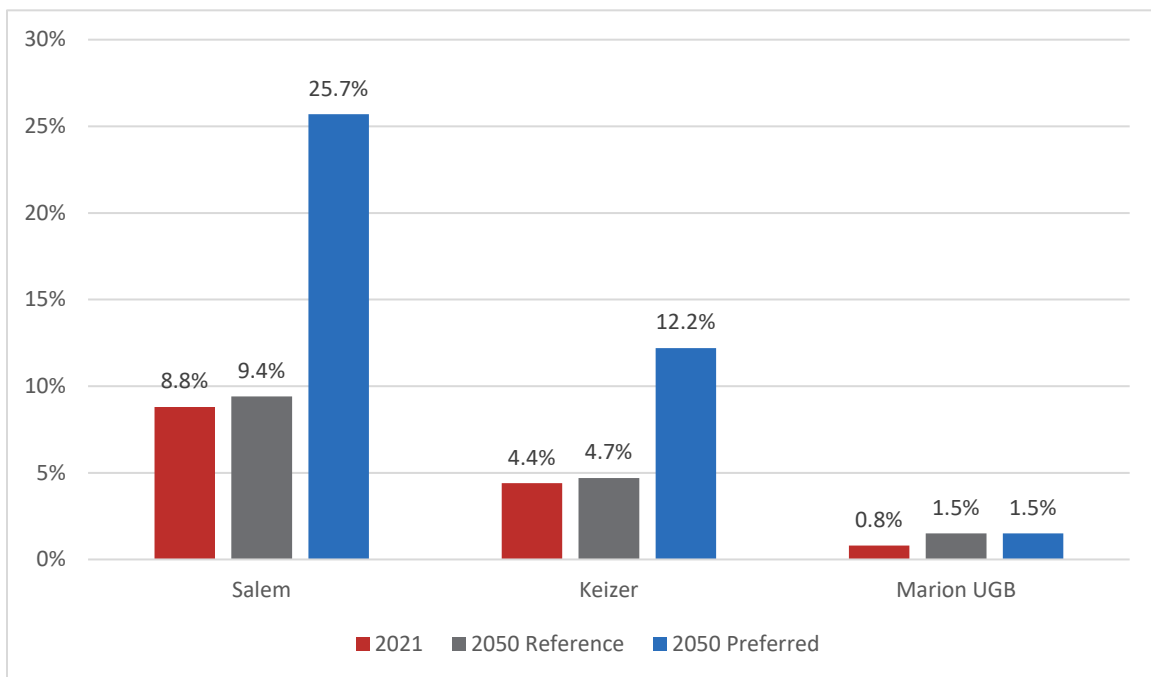
The availability and location of parking plays a big role in how people make travel decisions and get to their destinations. Local actions for managing public parking include creating paid parking districts, parking space requirements for new development, and parking management such as time limits or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

The DCLD 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.⁶ The DCLD 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 DCLD 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.⁷

Figure 8 illustrates the share of workers paying for parking, based on their place of residence. Figure 9 illustrates the share of non-work trips paying for parking.

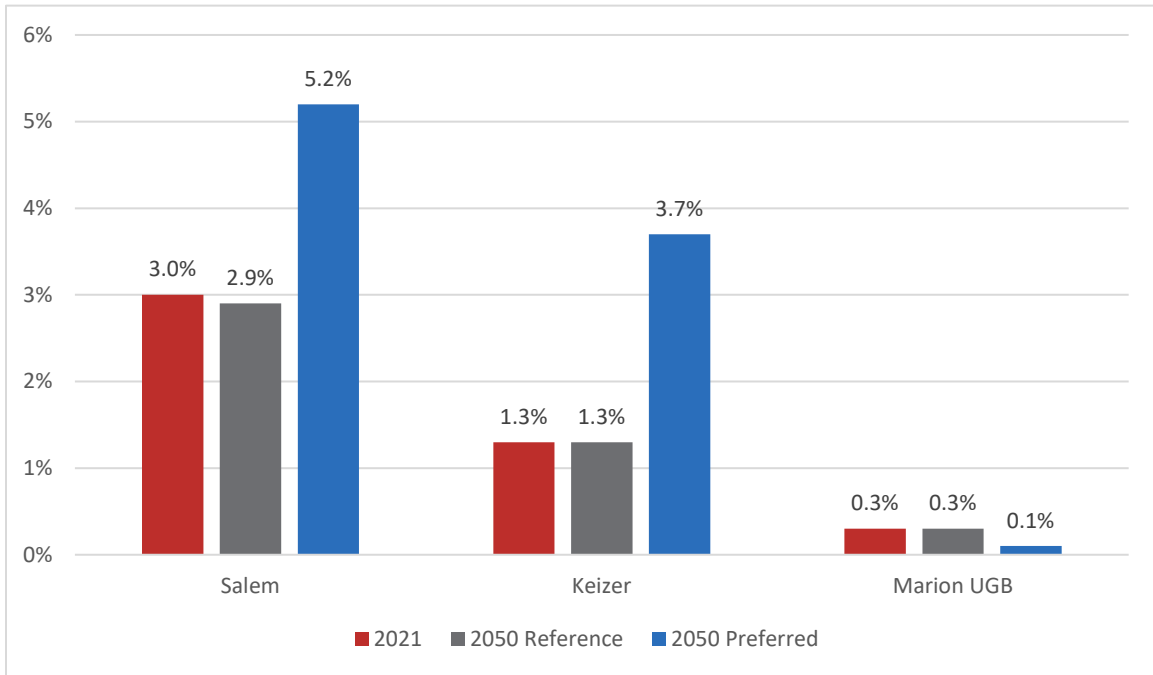
Figure 8. Share of Workers Who Pay for Parking



⁶ Marion County does not prefer such parking fees and believes they are inconsistent with community feedback noted in Section 3.1.

⁷ Marion County does not prefer increased parking fees and believes they are inconsistent with community feedback noted in Section 3.1.

Figure 9. 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 miles⁸ Cherriots expects to provide the region according to the Cherriots Long Range Transit Plan (LRTP), including the addition of high-capacity transit⁹ before 2050. The DCLD 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).

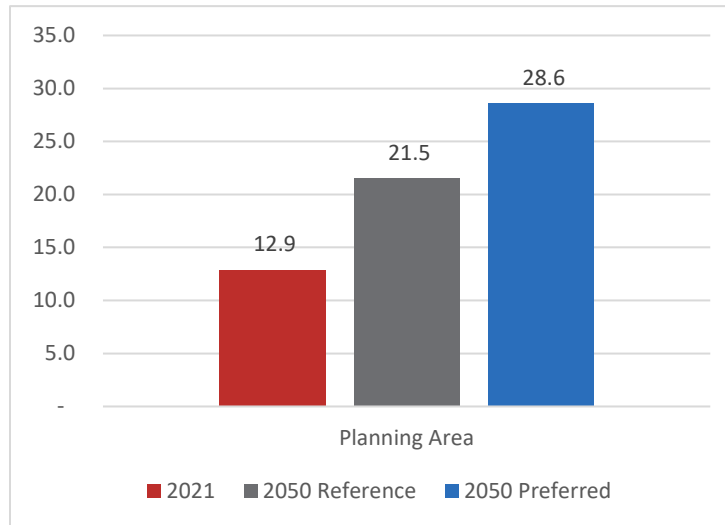
Figure 10 shows the transit service miles per capita for the planning area. Service miles are the total mileage of all Cherriots transit routes; service miles are shown in bus-equivalent miles, where other

⁸ 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](#)

⁹ 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](#)

transit types (including BRT and flexible on-demand services such as microtransit) are converted to a bus-equivalent value.¹⁰

Figure 10. Transit Service Miles Per Capita



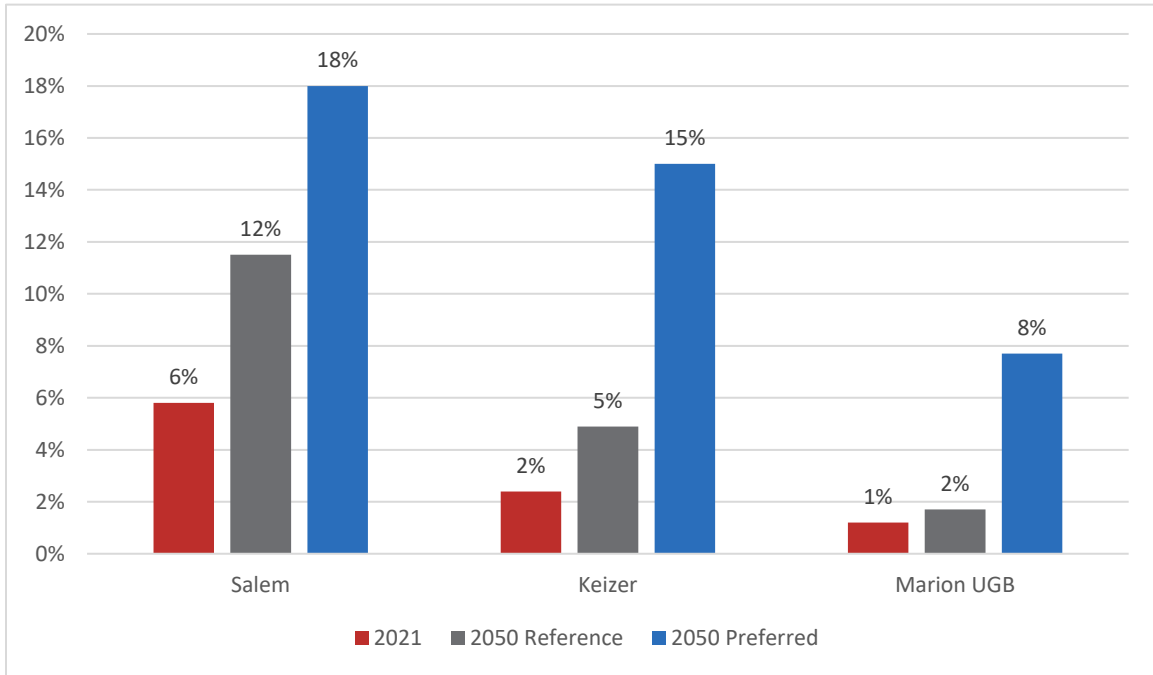
Note: Total bus equivalent miles count one regular/local service mile as one bus-equivalent mile and count one BRT service mile as 1.9 bus-equivalent miles, which acknowledges the greater efficiency of BRT vehicles and higher expected ridership.

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 DCLD 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 11. 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.

¹⁰ Marion County believes the most accurate measure of transit service success is the actual ridership number, not the number of miles driven.

Figure 11. 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 DCLD 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 12 and Figure 13 show the share of workers and households participating in Transportation Options programs.

Figure 12. Share of Workers Participating in Transportation Options Programs

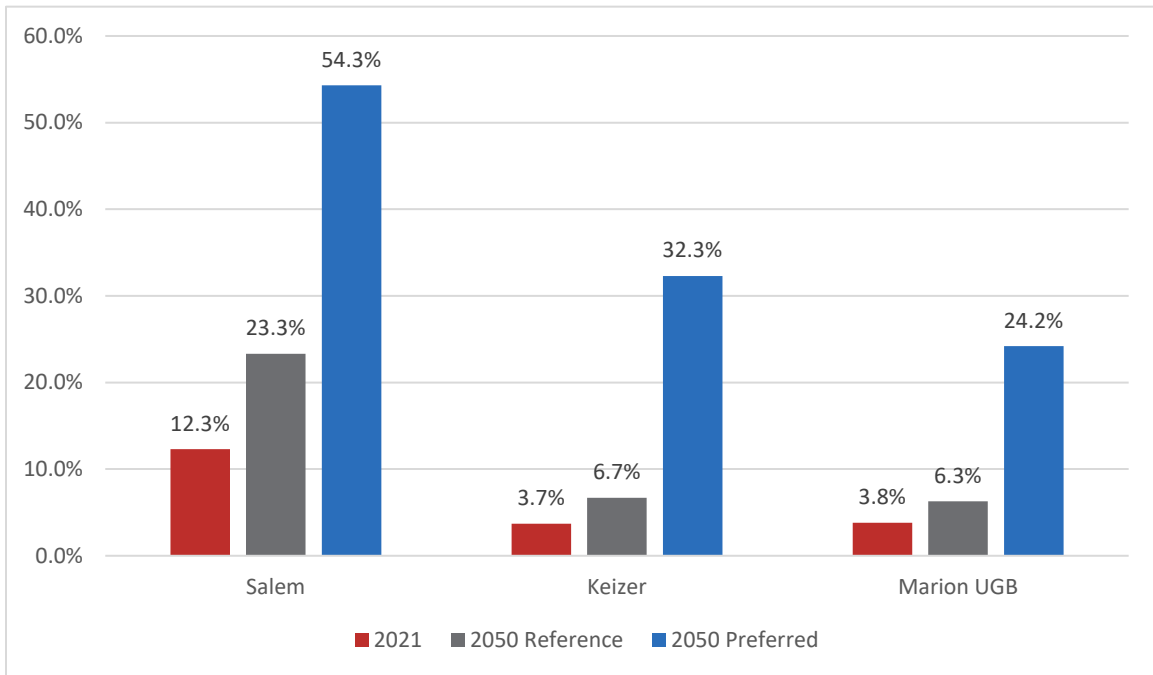
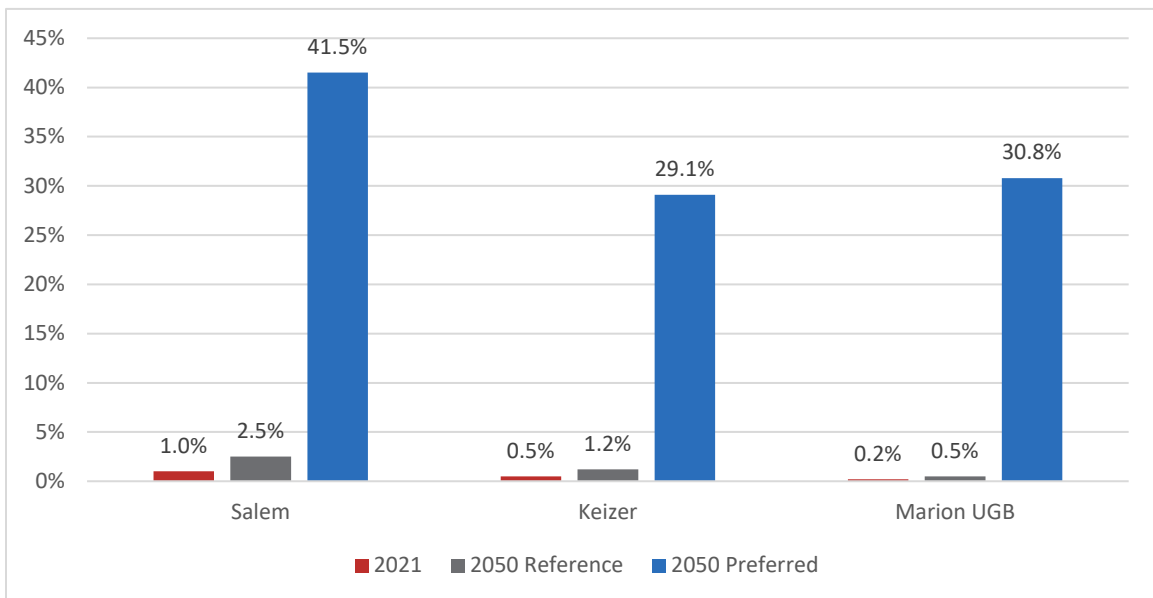


Figure 13. Share of Households Participating in Transportation Options Programs



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 DCLD preferred scenario includes the freeway and arterial lane mile changes identified from the projects in the SKATS 2023–2050 MTP.¹¹ 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.¹² 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. 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 within Salem is limited to 21 arterial and 6 freeway lane miles between 2021 and 2050. This also assumes the additional arterial lane miles in Marion County as shown in Table 4 below.

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

¹¹ <https://www.mwvcog.org/transportation/page/metropolitan-transportation-plan>.

¹² <https://www.mwvcog.org/transportation/page/metropolitan-transportation-plan>.

Project Location	Jurisdiction	Approximate One-Way Length Estimate
Cordon: Caplinger to State	Marion County	3,743 feet
Known Four-Lane to Three-Lane Conversions¹³		
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.

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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 DCLD 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.

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 DCLD 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.

¹³ Marion County does not prefer removing current vehicle lanes.

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 assumed in the modeled scenario.

6. Tracking Progress Towards the DLCD 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 DCLD preferred scenario. In addition, this effort has identified strategies and performance measures to address needs specific to communities in high disparity neighborhoods of the region.

Table 5 outlines the performance measures selected by the Advisory Committee to track progress towards the DCLD 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 DLCD 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, 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.

Performance Measure	Type	Description
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 and Keizer are available in the respective Target Setting Methodology documents. Please see Appendices C and D.
AT.2: Pedestrian Networks in High Disparity Neighborhoods	Local, Equity	Miles of pedestrian networks in high disparity neighborhoods. Uses the same methodology as AT.1 but limited to pedestrian network and within high disparity 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	City Only	Total new arterial lane miles in Cities.

6.2 Performance Targets

The performance measures described in the previous section include performance targets, set at levels reasonably likely to achieve the DLCD 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 DLCD preferred scenario.

As part of monitoring progress on the DLCD 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 DLCD 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 DLCD 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 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	Collaborate with 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 High Disparity 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	City Only	0 arterial lane miles Baseline is 0 because measure is looking at new lane miles only.	21 arterial lane miles, plus additional Marion County miles as outlined in Table 4 New arterial lane miles target from 2023–2050 SKATS Metropolitan Transportation Plan.	Salem, Keizer, and Marion County planning departments coordinate.

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

6.3 Tracking Performance for High Disparity Neighborhoods

Equity performance measures track progress towards serving communities in high disparity 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 high disparity neighborhoods.

Table 7. Equity-Related Performance Measures

Performance Measure	Type	Resulting Impact for High Disparity 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 High Disparity Neighborhoods	Local, Equity	Focused pedestrian investments in High Disparity 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 DLCD 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 DLCD 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.¹⁴ 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.¹⁵ 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.¹⁶ 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.¹⁷ 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.¹⁸

7.1.2 Keizer

The City of Keizer will be updating some of its land use regulations to allow development consistent with the DLCD 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

¹⁴ City of Salem, Land Use & Zoning; [Find Your Property Zone \(Map\)](#)

¹⁵ Beep-Beep Salem: <https://www.cityofsalem.net/community/neighborhoods/parking/beep-beep-salem>

¹⁶ [Salem Revised Code Chapter 806.015\(d\)](#)

¹⁷ [Salem Revised Code Chapter 806.015\(a\)](#)

¹⁸ [Salem Revised Code Chapter 806.035\(n\)](#)

its 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 is reviewing the administrative review standards for identifying a Climate Friendly Area and its applicability to Marion County. If CFAs are identified, the county may consider adopting a limited use overlay consistent with CFEC.

Marion County is reviewing the administrative review standards related to parking and may implement the new parking provisions in OAR 660-012-0440(3) and 660-012-0430 to the extent they apply to Marion County.

7.2 Funding Needs for Implementation

The DCLD 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 from the state and federal governments to make these investments in transportation infrastructure and programming.

Approximate funding needs for full implementation of the DCLD 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 DCLD 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 DCLD 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 DLCDD Preferred Scenario	Estimated Total Funding Need to Implement DLCDD 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 DLCDD 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 DCLD preferred scenario, state and federal funding will be needed beyond existing sources. Jurisdictions and the region may prioritize the policies and strategies outlined in the DCLD preferred scenario for funding and implementation, requiring ongoing support at both the state and federal levels.

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 DCLD 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, CFEC says local jurisdictions should track progress annually and identify corrective actions if targets are not on track to be met. To fulfill this requirement, CFEC says jurisdictions should 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.

CFEC says only cities and counties should 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 DCLD preferred scenario establishes one possible future for the region. The performance measures and targets identified above will aid in tracking related activities. The next steps in implementing the DCLD preferred scenario may include local agency updates to the individual Transportation System Plans (TSPs) related to the relevant portion of the DCLD preferred scenario. Any TSP updates, as well as any 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.

Appendix A

Scenario Summary Tables (City Only)

Appendix B

Engagement Summary (City Only)

Appendix C

Target-Setting Methodology for Salem

Appendix C-1

Transportation Options

Appendix D

Target-Setting Methodology for Keizer

Appendix D-1

Transportation Options

Appendix E

DLCD Target-Setting Methodology for Marion County

DATE: November 2025 (Revised May 2026)
TO: Marion County, ODOT
FROM: Parametrix (Revised May 2026 by Marion County)
SUBJECT: Appendix: DLCD Target-Setting Methodology for Marion County
PROJECT NAME: Climate Office Technical Analysis and Support

Appendix: DLCD Target-Setting Methodology for Marion County

This appendix describes the methodology used to calculate and set DLCD targets for jurisdictions' performance measures as stated in Oregon Administrative Rule (OAR) 660-012-0910 and described in the Implementation chapter of the Salem-Keizer Regional Scenario Planning Report. Future DLCD targets for each performance measure were set at levels aligned with the DLCD preferred scenario by 2050. DLCD 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 DLCD 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 DLCD targets are consistent with DLCD' regional 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 DLCD 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 high disparity populations as a proxy for provisions 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.

Active Transportation

AT.1. Bike and Pedestrian Network (Local)

DLCD 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 DLCD target for Marion County is to complete 24 miles of pedestrian facilities by 2050. The baseline was calculated by measuring the existing

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>

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 DLCDC Target: 51 miles of pedestrian network

DLCDC Target Setting Calculations

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

Calculations:

- 51 (2050 DLCDC target) - 27 (2025 baseline) = 24 miles
- 24 miles / 25 years = 1 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

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

DLCDC Target Setting Methodology

This measure is similar to AT.1 but aims to specifically track pedestrian infrastructure in high disparity 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 high disparity neighborhoods. Mileage related to pedestrian infrastructure was measured on all roadway classifications. Sidewalk mileage was measured accounting for single

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).

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 high disparity neighborhoods and 2) mileage of planned pedestrian network in high disparity neighborhoods. AT1 and AT2 have the same base and DLCD 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 high disparity neighborhoods

2050 DLCD Target: 51 miles of pedestrian network within high disparity neighborhoods

DLCD Target Setting Calculations

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

Calculations:

- 51 (2050 DLCD target) – 27 (2025 baseline) = 24 miles
- 24 miles / 25 years = 1 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)

DLCD Target Setting Methodology

The intent of this measure is to track the share of new housing that is near the Cherriots Core Network. The DLCD target is to have 2% of all new housing units permitted¹⁰ within ½ mile of the Core Network. The DLCD target is a cumulative measurement of all new units permitted within the portion of 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

¹⁰ New housing units permitted are dwelling units that have been issued a building permit

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

encompass a higher share of new housing units and should be accordingly incorporated into updated calculations each reporting year. Every interim reporting year may 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 DLCDC Target: 2% of new housing units permitted within ½ mile of Core Network

DLCDC 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.
- DLCDC 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 the portion of Marion County within the Salem-Keizer UGB 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 DLCDC targets are set at 2% because this DLCDC 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%

Transit (Cherriots)

TR.1. Transit Service Miles (Regional)

DLCDC 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 DLCDC target, based on the VisionEval modeling in the DLCDC

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 DLCD target is 28.6 revenue miles per capita, a 121% increase from the baseline. The DLCD 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 DLCD Target: 28.6 revenue miles per capita

DLCD 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 DLCD 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

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)

DLCD 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 DLCDC 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 DLCDC 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 DLCDC target was informed by VisionEval values from the DLCDC 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 DLCDC Target: 2,140 commute trips taken annually with Group Pass Program

DLCD 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 DLCDC 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)

DLCD 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 DLCDC 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

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

the ability to participate in the Group Pass program. The DLCD target was informed by VisionEval values from the DLCD 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 DLCD Target: 25% of all employees with access to Group Pass Program

DLCD Target Setting Calculations

1. 0% of employees with access to Group Pass program (2024 baseline)
2. DLCD Target of 25% of all employees
3. 25% (2050 DLCD 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)

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

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

DLCD 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 DLCD target)
3. There is no change and the DLCD 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)

DLCD 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 DLCD 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 DLCD preferred scenario.

2024 Baseline: 84,033 passenger trips

2050 DLCD Target: 168,066 passenger trips

DLCD 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. $84,033 \text{ passenger trips (2024 baseline)} * 2 = 168,066 \text{ passenger trips (2050 DLCD target)}$
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 DLCD Preferred Scenario

The DLCD 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 DLCD 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

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

Sample Trip Reduction Plan includes a higher level of detail about the definition of each strategy, the 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 1 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 (City Only)

Appendix G

OAR Compliance Crosswalk (City Only)