

What We've Heard So Far

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Town of Salem
Master Plan

Visioning Survey Results

By the numbers

This online survey was active for **2 months** from March 12 - May 12, 2024.

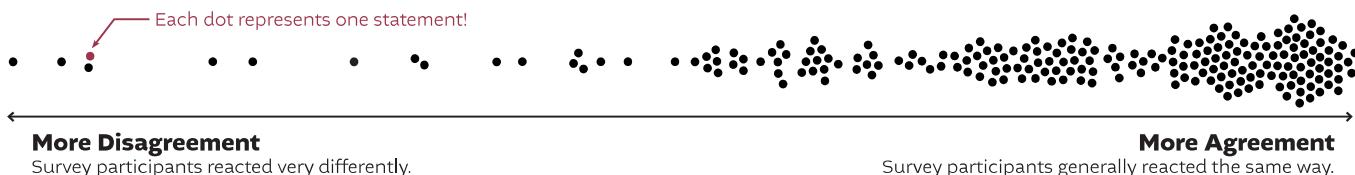
How it works: participants vote on short statements submitted by others who have already voted. Participants can also submit their own statements for later participants to vote on. An algorithm sorts participants into like-minded groups based on their votes and identifies consensus statements that the majority agrees upon.

809 people voted **714** people grouped **423** statements submitted **64,129** votes cast

Who participated?

85% live in Salem **77%** homeowners **39%** work in Salem **90%** shop in Salem

What was the conversation like?



Two distinct opinion groups emerged from the conversation based on different attitudes towards public investment in shared amenities and infrastructure.

Opinion Group A

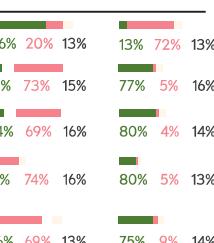
182 people

91% residents | **84%** homeowners | **93%** shoppers | **52%** workers

This group valued doing the basics well and maintaining what Salem has with cautious public spending on expansion of amenities and recreation infrastructure like bike and pedestrian infrastructure and gathering places.

Statement

Group A



Opinion Group B

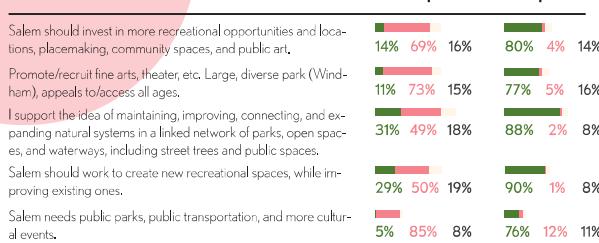
532 people

83% residents | **75%** homeowners | **89%** shoppers | **34%** workers

This group wanted to see public investment in amenities and infrastructure focused on the environment, recreation, and arts and culture, with a focus around schools and gathering places.

Statement

Group B



What are the takeaways?

While opinions varied on how to approach the following goals, over 50% of participants agree that Salem needs to invest in:

- a vibrant **Town Center**
- safer and more connected **sidewalks**
- a linked network of **quality parks, open spaces, and waterways**
- quality **housing** that fits within residents' budgets

See below for detailed voting patterns on key issues:

