

CITY OF TALENT

RESOLUTION NO. 2023-075-R

A RESOLUTION ACKNOWLEDGING THE 2023 CITY OF TALENT CLIMATE FRIENDLY AREA STUDY.

WHEREAS, the City entered into a contract with the Rogue Valley Council of Governments (“RVCOG”) to complete a Climate Friendly Area Study (“CFA Study”); and

WHEREAS, completion of the CFA Study was in accordance with the Climate Friendly and Equitable Communities (CFEC) rulemaking (OAR 660-012-0310), which was initiated by the Land Conservation and Development Commission (LCDC) in response to Governor Brown’s Executive Order 20-04 directing state agencies to take urgent action to meet Oregon’s climate pollution reduction targets; and

WHEREAS, the rules encourage climate-friendly development by facilitating areas where residents, workers, and visitors can meet most daily needs without having to drive; and

WHEREAS, a CFA is intended to contain a variety of housing, jobs, businesses, and services, as well as support alternative modes of transit by being in close proximity to high-quality pedestrian, bicycle, and transit infrastructure; and

WHEREAS, phase 1 of this initiative is the CFA Study which identifies candidate CFAs, analyzes areas most aligned to the CFEC rules, and identifies what adjustments of them would be required; and

WHEREAS, phase 2 of this initiative will encompass the adoption of any necessary zoning changes and incorporation of a climate-friendly comprehensive plan element.

NOW, THEREFORE, BE IT RESOLVED by the Talent City Council that:

SECTION 1 Authorization. The City Council hereby acknowledges the City of Talent Climate Friendly Area study as aligned with the Climate Friendly Equitable Community rules.

SECTION 2 Effective Date. This Resolution shall take effect on August 2, 2023.

Duly enacted by the City Council in open session on August 2, 2023, by the following vote:

AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 1

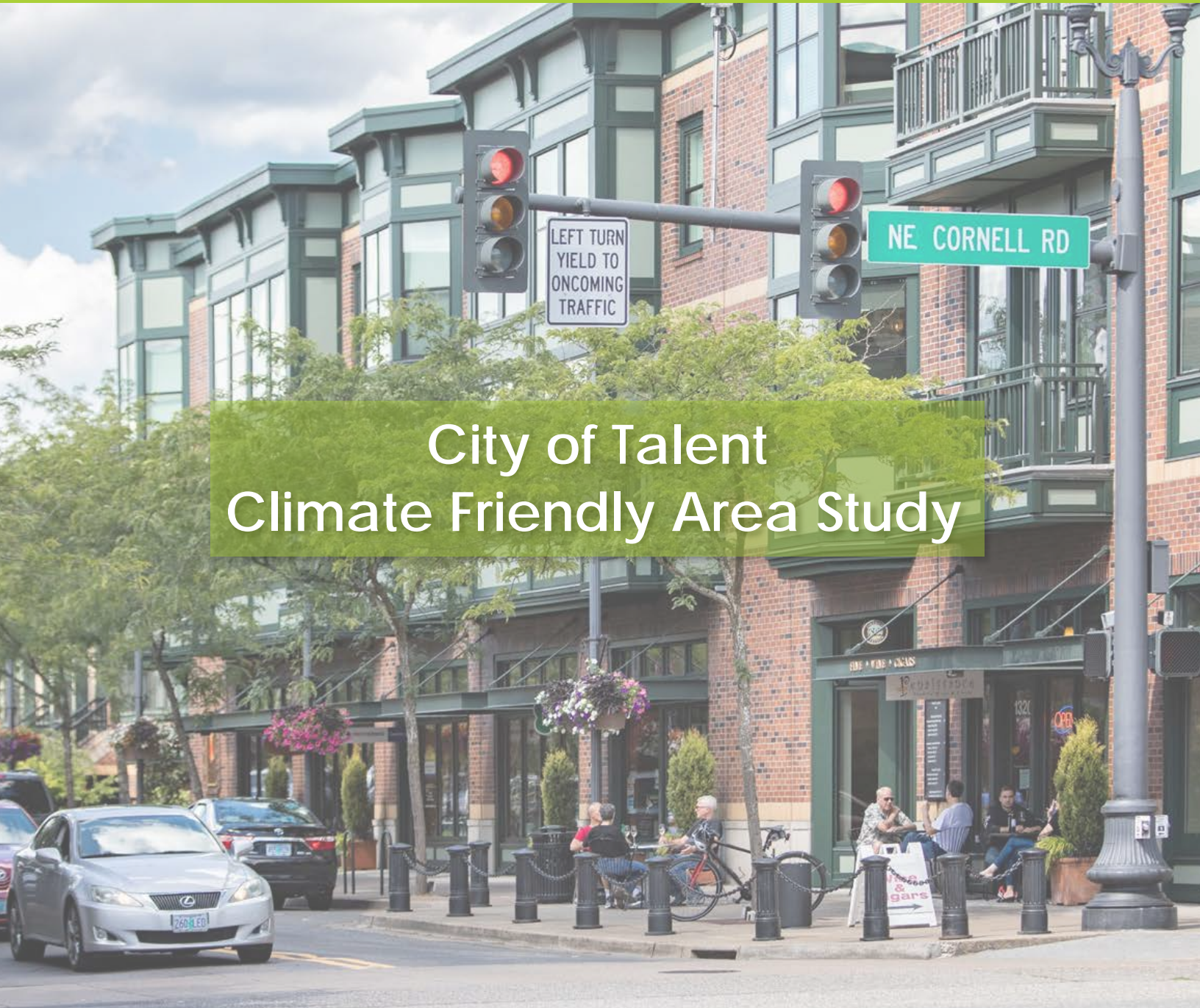


Lucero Martinez, City Recorder



Rogue Valley
Council of Governments

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City of Talent Climate Friendly Area Study

*Produced by the Rogue Valley Council
of Governments, in collaboration with
the City of Talent and 3J Consulting*

2023



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Disclaimer:

The following study analyzes CFA candidates within the City of Talent, and explores paths forward and potential scenarios should the city designate a Climate Friendly Area. By no means does this study alter the current zoning, land uses, or other development regulations governed by the City of Talent.



Contents

Chapter 1: Candidate Climate Friendly Area Identification	5
Introduction.....	5
Goals	5
Methodology	5
Analysis.....	10
Conclusion	16
Chapter 2: Anti-Displacement Mitigation Strategies.....	18
CFA Redevelopment Outcomes	18
Anti-Displacement Map Analysis.....	18
Neighborhood Types Present Within the Proposed CFA	19
Suggested Strategies	21
Conclusion	23



Chapter 1: Candidate Climate Friendly Area Identification

Introduction

Rogue Valley Council of Governments, in collaboration with the City of Talent and the project consultant 3J, is conducting a study of potential Climate Friendly Areas (CFA) in accordance with the Climate Friendly and Equitable Communities (CFEC) rulemaking (OAR 660-012-0310), which was initiated by the Land Conservation and Development Commission (LCDC) in response to Governor Brown’s Executive Order 20-04 directing state agencies to take urgent action to meet Oregon’s climate pollution reduction targets. The rules encourage climate-friendly development where residents, workers, and visitors can meet most of their daily needs without having to drive. They contain a mix and supply of housing, jobs, businesses, and services. A CFA also supports alternative modes of transit by being in close proximity to high quality pedestrian, bicycle, and transit infrastructure.

Phase 1 of this project is the CFA study which identifies candidate CFAs and analyzes what zones are most aligned to the CFEC rules, and what adjustments would be required.

Phase 2 will encompass the adoption of any necessary changes and the incorporation of a climate-friendly comprehensive plan element. Cities may use CFA areas from the study or any other qualifying area.

Goals

The purpose of this memo is to identify candidate CFA areas that meet the size and locational criteria required by OAR 660-012-0310(1). Relevant zoning codes will be reviewed and suggestions will be made regarding any changes that are necessary to bring zoning codes into compliance with CFEC rules. It is the intention of the project management team that the candidate CFA selection prioritize community context, reflecting the most feasible zoning code changes, little to no infrastructure investment, and alignment with citizen interests. The City of Talent may move forward with the identified CFA area(s) into Phase 2, or they can use what they learned from the study to choose a new area or areas for adoption.

Methodology

This methodology was adapted from the Climate Friendly Area Methods Guide provided by the DLCD. This memo will cover Steps 2 through 5 of the Methods Guide in a modified form shown below. Step 1 was the Community Engagement Plan drafted by the consultant, 3J.





Step 2 Evaluate Existing Code

An initial review of Talent’s Zoning Code was performed to highlight zones that are currently CFA eligible or can be made eligible with only small changes. Each zone was evaluated against each land use criterion, listed below, and noted for being in compliance, not in compliance, in compliance with conditional review, or for having a portion of a grouped criterion in compliance. A reference zoning map is provided on page 5.

Step 3 – Locate Candidate CFAs

Every potential CFA area must follow the rules stated in OAR 660-012-0310 to be properly located and sized. These administrative rules are universal for all CFAs regarding locational criteria, although CFAs in cities with populations over 10,000 must accommodate 30% of current and projected housing needs. Talent will not need to account for housing needs because its PSU certified population is less than 10,000, but City staff will provide guidance on the best locations to serve the community and fulfill CFEC goals.

According to OAR 660-012-0320(2), CFAs:

- Must be able to support development consistent with the land use requirements of OAR 660-012-0320.
- Must be located in existing or planned urban centers (including downtowns, neighborhood centers, transit-served corridors, or similar districts).
- Must be served by (or planned to be served by) high quality pedestrian, bicycle, and transit services.
- May not be located in areas where development is prohibited.
- May be located outside city limits but within a UGB following OAR 660-012-0310 (e).
- Must have a minimum width of 750 feet, including internal rights of way that may be unzoned.

Using GIS, a quarter mile/10 minute-walkshed buffer was created around Rogue Valley Transit District bus lines to highlight well-served areas. A quarter mile was chosen because Talent is a small jurisdiction and the typical half mile buffer would not have been useful in identifying the best served neighborhoods as it would cover most of the city.

A quarter-mile buffer was created around bicycle facilities, but it was not used because it overlapped much of the bus line buffer. A ten-minute walkshed was viewed as less important for bicycle facilities given the nature of the travel mode. Instead, bicycle facilities were considered as a way to help validate any areas the analysis highlighted that were farther away from the city center and other facilities than other considered CFA target areas.

GIS data for sidewalks in Talent is not currently available, but a visual review was done using Google Earth to evaluate the general quality of the pedestrian network in candidate areas.

Address points were used to visually identify housing clusters. Better housing data that includes housing types and building footprints may improve the final CFA analysis.



Step 4 – Size CFAs Appropriately

An online calculator (omnicalculator.com) was used to obtain the appropriate radius of a 25-acre circle (588.8 feet) to create a reference buffer in GIS. Once priority CFA-appropriate sites were identified, adjacent tax lots were added to the Candidate CFA until GIS reported it to be at least 25 acres.

Step 5 –Identify Zoning Changes



Those zones that are featured in the candidate CFAs were evaluated in more depth to determine the specific changes that are needed to bring them into compliance with CFEC rules. The purpose of the initial zoning code evaluation was to identify those zones that are the most CFA-ready as a way to ensure that CFA-related changes occur where they will fit well within the existing built environment, and simplify the City’s process of updating zoning codes.













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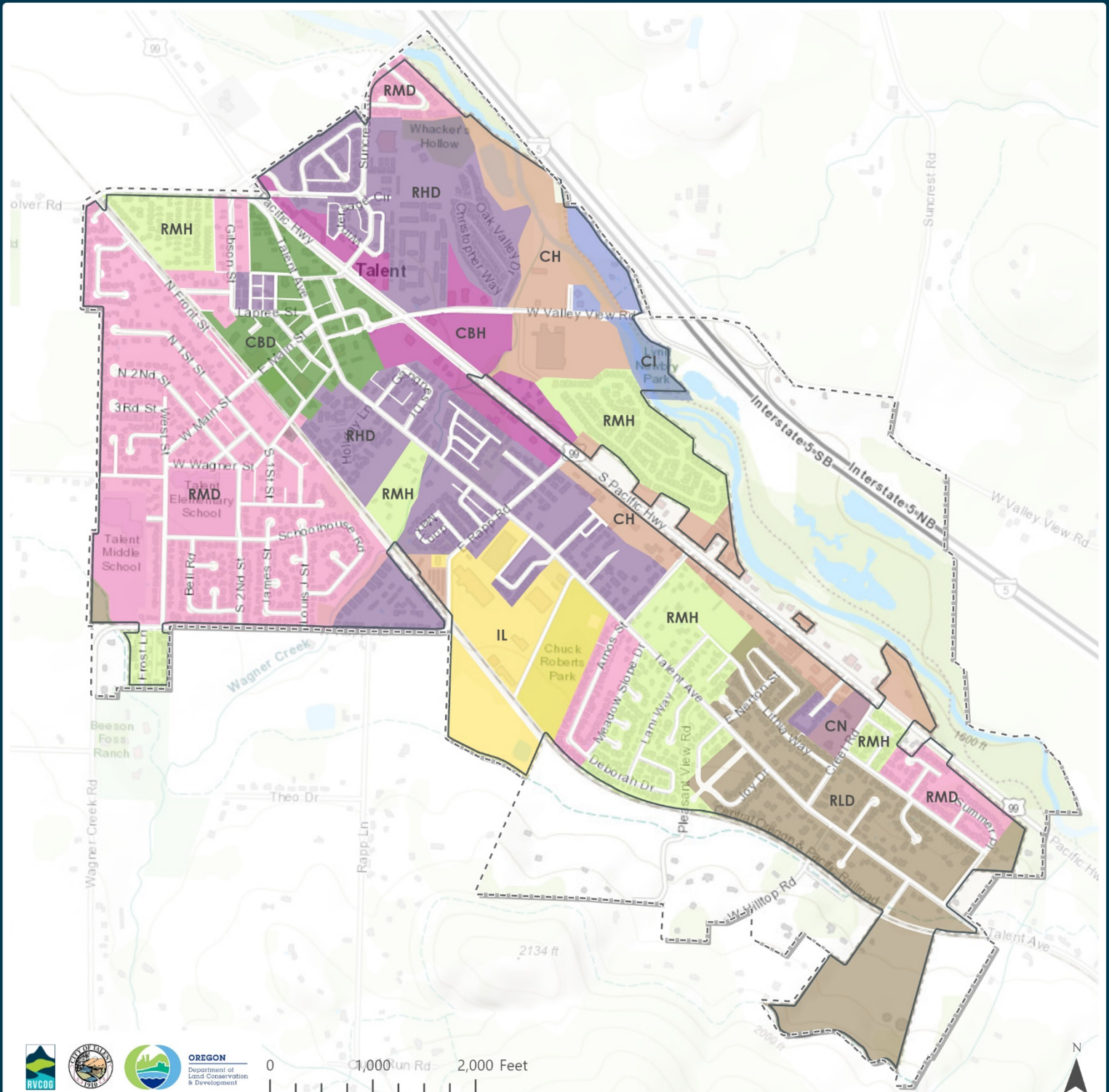
CLIMATE FRIENDLY AREA CANDIDATES

Technical Memo #1
Talent, OR

-  City Boundary
-  Urban Growth Boundary

Zoning

-  R - High Density (RHD)
-  R - Medium Density (RMD)
-  R - Low Density (RLD)
-  R - Manufactured Home (RMH)
-  C - Central Business District (CBD)
-  C - Highway CBD (CBH)
-  C - Highway (CH)
-  C - Interchange (CI)
-  C - Neighborhood (CN)
-  I - Light (IL)



 **Rogue Valley Council of Governments**
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Data: Jackson County, BLM, State of Oregon, ODOT, ESRI, USGS, EPA, Garmin, GeoTechnologies, Inc., METI/NASA, Maxar, USDA, HERE, Esri Canada

Created: E. Memmott, RVCOC, 2023



Analysis

Staff from the City of Talent prioritize Option A: Prescriptive Standards (OAR 660-012-0320(8) for meeting land use requirements because the city does not have any employment areas that are likely to meet the jobs per acre (20) requirement of Option B: Outcome-Oriented Standards. This means that for Talent, the CFA needs to be at least 25 acres and have 15 dwelling units per acre and building height maximums not less than 50 feet (Table 1).

Table 1. Prescriptive Standards

Population	Minimum Residential Density	Max Building Height
5,001-24,999	15 dwelling units/net acre	No less than 50 ft
25,000-49,999	20 dwelling units/net acre	No less than 60 ft
50,000 or more	25 dwelling units/net acre	No less than 85 ft

City Guidance

City staff suggested during PMT Meeting #1 that the downtown area could be a strong potential CFA location, but creating higher residential densities almost anywhere in the city would create infrastructure challenges.

During PMT Meeting #2 we clarified the most appropriate parts of downtown and other adjacent priority areas. Much of downtown was avoided because of the “Old Town” Design Review District (OT) where 50 ft building heights would be entirely out of character for the area. The parts of the downtown that have been included in the draft CFA are within the OT district, but they don’t feature any historic buildings and a zoning overlay granting exemptions to some of the Design Review District’s rules is expected to be a tenable solution with Council. Other sites adjacent to the downtown area were added to the list of priority lots due to their vacancy or overall development potential.

City staff have also highlighted the strength of feelings within the community that residential areas should retain their low-density character. Most of the residential areas within the city limits are already developed, including multifamily apartment complexes adjacent to the downtown, and staff think that developers may not have enough incentive to redevelop these areas. Therefore, they have prioritized several large lots near downtown that are ripe for new development as a way to ensure these code changes have a meaningful impact on the built environment.

Zoning Code Review

Existing zoning codes were compared to the CFA requirements to identify those zones that are most closely aligned with CFEC rules. Shown in Table 2, zones were scored for each criterion with 2 points for being in compliance, 1 point for conditional or mixed compliance, and 1 point for 40-foot building height maximums to distinguish those zones from the other zones that have 30-foot maximums. Green cells are those in compliance. Yellow cells are those that have partial or conditional compliance or are closest to the 50-foot building height maximum and overall are closer to compliance than other options. While theoretically any zone in the city can be adjusted to be made CFEC-compliant, zones that feature less natural compliance are not prioritized as they would take more legislative changes and result in a discordant built environment relative to what is currently in place.



Table 2. Zoning Code Analysis

Scoring Matrix Y = 2 C/M = 1 N = 0 40 ft = 1 30 ft = 0	Residential				Commercial					Industrial
	Low Density	Medium Density	Manufactured Home	High Density	Neighborhood	Central Business District	Highway CBD	Highway	Interchange	Light
	RLD	RMD	RMH	RHD	CN	CBD	CBH	CH	CI	IL
Single Use	Y	Y	Y	Y	Y	C	C	C	C	C
Mixed Use	N	N	N	M	Y	Y	Y	Y	Y	Y
MF, SF Attached, Office, Non-Auto Retail/Services/Commercial, Childcare, Schools, Other Public Uses	M	M	N	C	M	M	M	M	N	M
Gov. Facilities, Parks, Open Space, Other Similar	Y	Y	Y	Y	Y	Y	Y	M	Y	Y
Maximum Block Length	Y	Y	Y	Y	N	Y	N	N	N	N
Density Minimum (15 Dwelling Units/Acre)	N	N	M	Y	N	N	N	N	N	N
Density Maximums Prohibited	N	N	N	Y	N	N	N	N	N	N
Maximum Building Height (>= 50ft)	C	C	C	C	C	C	N	C	C	C
Maximum Building Height	30	30	30	40	30	40	40	30	30	N/A
Score	8	8	9	14	8	10	5	6	6	7



Observations from the zoning analysis:

- Single family dwelling units are only permitted outright in Residential zones
 - Although existing residential units are allowed for all zones
 - Many zones allow for 2nd story residential uses in conjunction with an office or commercial use on the ground floor
- Mixed uses are available in most Commercial zones and the RHD
- Government facilities, parks, open space, plazas, and similar public amenities are permitted outright in all zones except CN and CH
- The Maximum block length requirements as stated in §17.10.050 applies to all Residential zones and CBD
- Most zones permit a portion of the required outright permitted uses (multifamily and single family residential, office uses, non-auto dependent retail/services/commercial, childcare, schools, and other public uses), but no zones permit all of them outright
 - The fact that the Talent code incorporates different permitting processes directly into their code made this review less clear cut than examining if a use was permitted vs conditional.
- The more greens and yellows, the more CFA-ready a zone is
- RHD has by far the most qualifications for a CFA

The Zoning Analysis Map on page 11 showcases the zones that best fit the CFA requirements. No zones are currently in 100% compliance with CFEC rules, but Table 2 shows that the Residential – High Density (RHD) and Commercial – Central Business District (CBD) zones stand out as being the closest. Small changes to permitted outright uses and the building height maximum would bring RHD into compliance. The CBD zone is the primary employment district and features relatively manageable changes to comply with CFA rules.



CFA – Friendly Zones

Residential – High Density

The RHD zone meets all CFA land use requirements except for the fact it lacks 50 ft building height maximum and a portion of the outright permitted uses. In order to meet the CFEC requirements, the City of Talent would have to adjust the currently permitted outright building height maximum from 30 ft (40 ft conditional) to 50 ft and change multi-family dwellings, office uses, non-auto dependent retail/services/commercial, childcare, schools, and other public uses from conditional to permitted outright uses.

Residential - High Density (RHD)	
Single Use	Y
Mixed Use	Y
MF, SF Attached, Office, Non-Auto Retail/Services/Commercial, Childcare, Schools, Other Public Uses	C
Gov. Facilities, Parks, Open Space, Other Similar	Y
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	Y (18)
Density Maximums Prohibited	Y
Maximum Building Height (>= 50ft)	C
Maximum Building Height	40

Commercial – Central Business District

The CBD is a focus area for several reasons. It is the city’s nexus for employment, services, and transportation. It is also more suitable than most other zones because it has a maximum block length, conditional building height maximums of 40 ft, and permits mixed uses, government facilities, parks, open space, and other similar public amenities outright. Like the RHD, the 40 ft building height maximum is a relatively small change to meet the 50 ft requirement. To meet the full CFA requirements, Talent must mandate a minimum density of at least 15 units/acre, remove the density maximum, and permit outright, single-family dwelling units, office-type uses, non-auto dependent retail, childcare, and schools.

Commercial - Central Business District (CBD)	
Single Use	C
Mixed Use	Y
MF, SF Attached, Office, Non-Auto Retail/Services/Commercial, Childcare, Schools, Other Public Uses	M
Gov. Facilities, Parks, Open Space, Other Similar	Y
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (>= 50ft)	C
Maximum Building Height	40



Other Zones

Highway-Commercial Business District

The CBH did not score well, but it is included here because there are areas within this zone with enough development potential that they have received strong consideration for the Candidate CFA. To bring this zone into compliance with CFA rules, it should explicitly allow single uses, including residential uses. Building height maximums need to be raised to 50 feet or more. Block lengths need to be 500 ft or less for sites smaller than 5.5 acres and 350 ft or less for sites greater than 5.5 acres. Density minimums do comply with CFA rules for residential uses, but the language should be changed to encompass all uses in general.

Single-family attached, schools, childcare, and offices uses should be permitted and multi-family residential uses should be changed to permitted outright. Retail uses will need to be expanded to include all non-auto retail, services, and commercial uses.

Highway - Central Business District	
Single Use	C
Mixed Use	Y
MF, SF Attached, Office, Non-Auto Retail/Services/Commercial, Childcare, Schools, Other Public Uses	M
Gov. Facilities, Parks, Open Space, Other Similar	Y
Maximum Block Length	N
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (>= 50ft)	N
Maximum Building Height	40

Other Residential Zones (RLD, RMD, RMH)



The Low Density, Medium Density, Manufactured Home Residential zones do not meet the CFA density minimum or maximum requirements. They also do not allow mixed uses. The 30-foot building height maximum could feasibly be adjusted to 50 feet, but it is less than the 40-foot maximums of more compatible zones.

Other Commercial Zones (CN, CH, CI, IL)

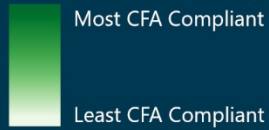
The non-CBD Commercial and Industrial zones share a lot in common with each other. They allow single uses conditionally, but mixed uses are permitted outright. Most of these zones permit outright a varying assortment of the multi-family, single family-attached, office, non-auto retail/services/commercial, childcare, schools, and other public uses. The exception is the Interchange zone that does not permit any of the aforementioned uses. Most of these zones permit outright the subsection of government facilities, parks, and open spaces, but the Commercial - Neighborhood (CN) and Commercial - Highway (CH) zones only permit outright a portion of them. Most of these zones do not comply with CFEC rules regarding block length maximums and density minimums and maximums, with the exception of Industrial – Light (IL) that does meet the maximum block length standard. Most of these zones do allow a building height of 50 feet or more conditionally. Most of these zones have 30-foot building height standards, except for CBH that allows 40-foot building heights.

CLIMATE FRIENDLY AREA CANDIDATES











Technical Memo #1
Talent, OR

-  City Boundary
-  Urban Growth Boundary

Scale



Zoning

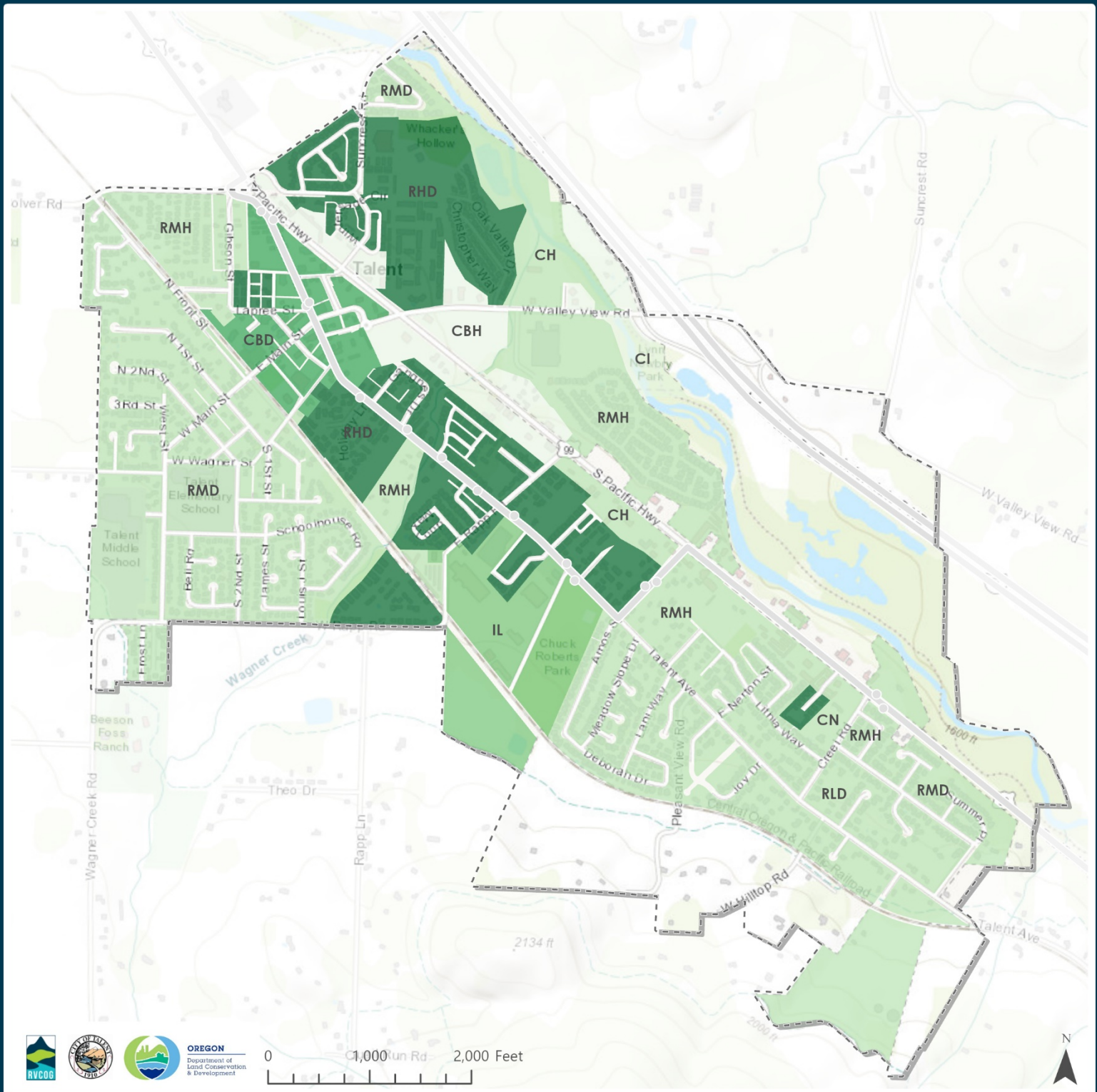
-  R - High Density (RHD)
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-  C - Highway CBD (CBH)

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Created: E. Memmott, RVCOG, 2023





Conclusion

Location

The Candidate CFA is in an area that supports development consistent with OAR 660-012-0320. It is within an existing urban center. It is served by high-quality bicycle, pedestrian, and transit services. It is within city limits and in an area where development is allowed. The CFA is 33 acres, 1,600 ft wide, and 1,900 ft tall.

Characteristics

The Candidate CFA is shown on Map 3 – Results on Page 13. The CFA is anchored by two large, mostly undeveloped areas to the south and east of the intersection of W. Valley View Rd. and Pacific Hwy. These fall within the Highway CBD (CBH) zone, which scored poorly in our analysis, but the development potential of these sites outweighs the increased challenge in bringing the zone into compliance with CFA rules. City staff suggest that a new CFA overlay may be employed to address the limitations of the CBH zone and the historic district.

The CFA is sited partially in the downtown area, but away from any historic structures. The Central Business District zone is well-suited for transformation into CFA compliance. It is adjacent to high-density residential and employment areas. The CBD part of the CFA, largely formed by the Talent Ave., W. Valley View Rd., Pacific Hwy. triangle, primarily holds small businesses, the likes of which typically work well in mixed-use settings. City staff view the downtown area as being residents' most palatable location to hold higher densities.

Multiple bicycle routes extend through the Candidate CFA in multiple directions. Bike lanes on W. Valley View Rd. connect the Bear Creek Greenway and the western UGB area to the downtown, employment areas, and transit. High-quality sidewalks with ADA-compliant curb ramps exist throughout developed parts of the CFA. Rogue Valley Transportation District (RVTD) Route 10 runs along one edge of the CFA, Talent Ave., with several adjacent stops. The farthest western corner of the CFA is less than half a mile from transit stops. The RVTD Transit Master Plan includes a long-term plan for a high-capacity route (Route 10X) through the middle of the CFA. along Pacific Hwy.



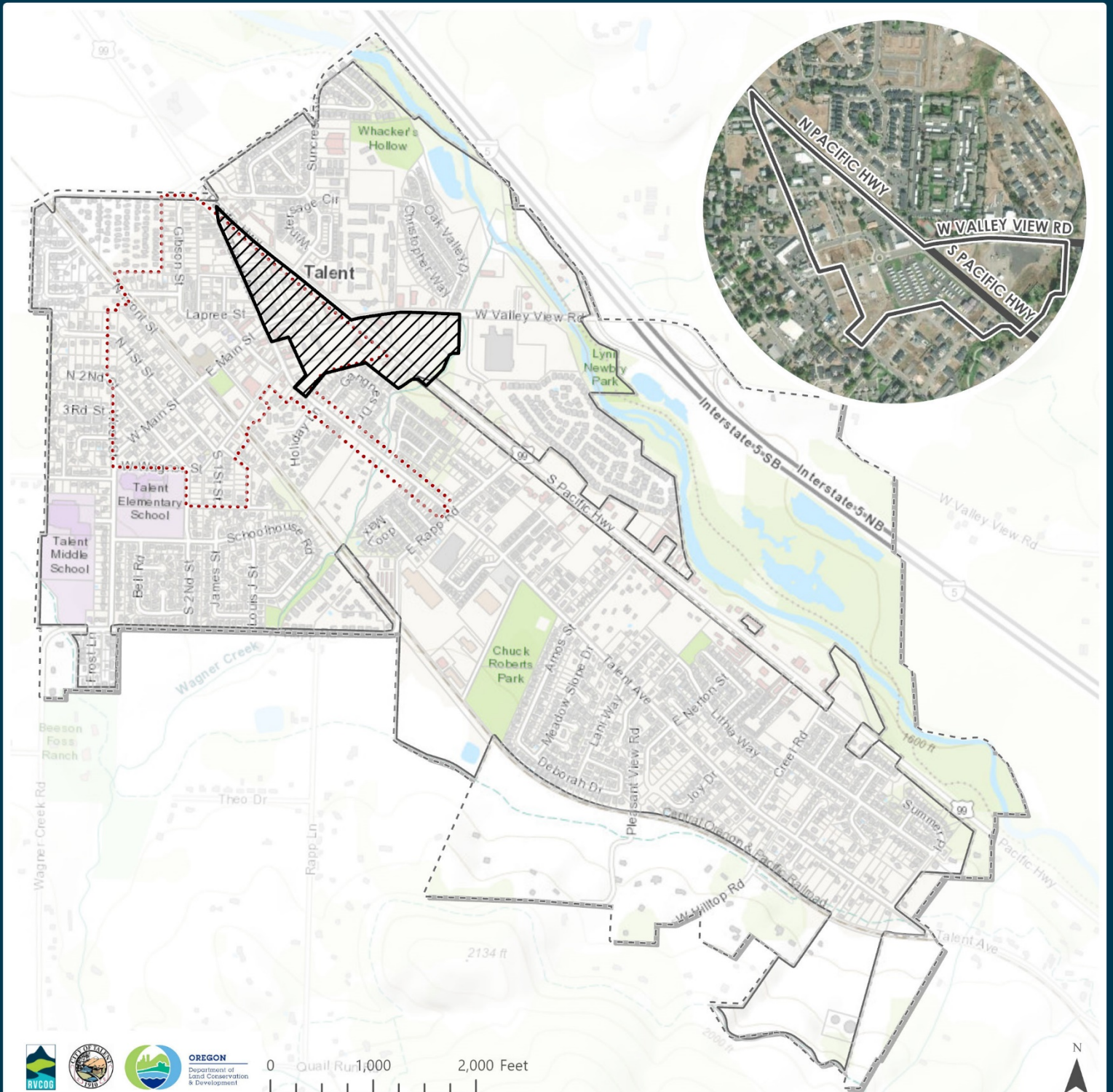
Climate-Friendly & Equitable Communities

CLIMATE FRIENDLY AREA CANDIDATES

City of Talent

Legend

- Final Candidate Boundary
- City Boundary
- Urban Growth Boundary
- Old Town Historic District
- RVTD Route/Stop
- Bus Route Quarter-Mile Buffer
- Bicycle Infrastructure



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OREGON
Department of
Land Conservation
& Development

0 Quail Run 1,000 2,000 Feet





Chapter 2: Anti-Displacement Mitigation Strategies

CFA Redevelopment Outcomes

Due to the nature of the regulations, an area designated as a climate friendly area gains the capability to be redeveloped for a wide variety of uses and dense housing types. While these factors intend to promote nodes not reliant on personal automobile use, they also have the capability of creating modernized, attractive, and competitively priced developments which can subsequently displace protected classes. This trend, known as gentrification, can become an inherent component of a climate friendly areas if cities do not carefully analyze a CFA's location and consider proper phase 2 protections to ensure the developments remains accessible to all populations.

Anti-Displacement Map Analysis

Recognizing this potential threat, DLCD has prepared an anti-displacement guide which classifies areas by neighborhood type which are characterized by their income profile, vulnerable classes, amount of precarious housing, housing market activity, and overall neighborhood demographic change. Each area is identified through the DLCD anti-displacement map, which can be found here: [Anti-Displacement Map](#) Each neighborhood type is categorized by the following:

Affordable and Vulnerable

The tract is identified as a low-income tract, which indicates a neighborhood has lower median household income and whose residents are predominantly low-income compared to the city average. The neighborhood also includes precariously housed populations with vulnerability to gentrification and displacement. However, housing market in the neighborhood is still remained stable with no substantial activities yet. At this stage, the demographic change is not under consideration.

Early Gentrification

This type of neighborhoods represents the early phase in the gentrification. The neighborhood is designated as a low-income tract having vulnerable people and precarious housing. The tract has hot housing market, yet no considerable changes are found in demographics related to gentrification.

Active Gentrification

The neighborhoods are identified as low-income tracts with high share of vulnerable people and precarious housing. Also, the tracts are experiencing substantial changes in housing price or having relatively high housing cost found in their housing markets. They exhibit gentrification related demographic change. The latter three neighborhoods on the table are designated as high-income tracts. They have hot housing market as they have higher rent and home value with higher appreciation rates than the city average. They also do not have precarious housing anymore. However, Late Gentrification type still has vulnerable people with experiences in gentrification related demographic changes. The last two neighborhood types show the exclusive and affluent neighborhoods.



Late Gentrification

This type of neighborhoods does not have predominantly low-income households, but still have vulnerable population to gentrification. Their housing market exhibits the high housing prices with high appreciations as they have relatively low share of precarious housing. The neighborhoods experienced significant changes in demographics related to gentrification.

Becoming Exclusive

The neighborhoods are designated as high-income tracts. Their population is no longer vulnerable to gentrification. Precarious housing is not found in the neighborhoods. However, the neighborhoods are still experiencing demographic change related to gentrification with hot housing market activities.

Advanced Exclusive

The neighborhoods are identified as high-income tracts. They have no vulnerable populations and no precarious housing. Their housing market has higher home value and rent compared to the city average, while their appreciation is relatively slower than the city average. No considerable demographic change is found in the neighborhoods.

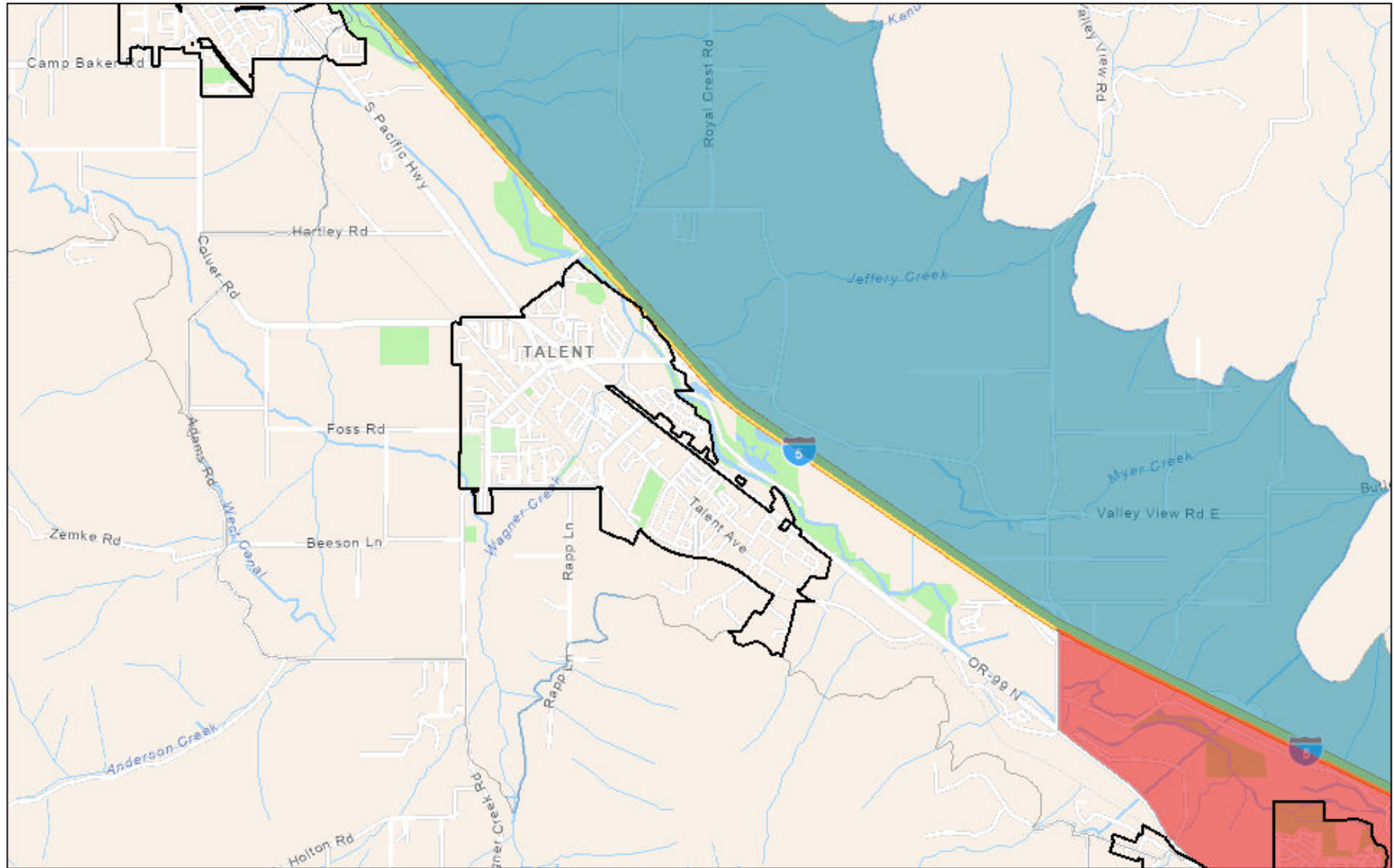
Unassigned

The unassigned tracts have not experienced any remarkable changes in demographics or housing markets. The neighborhood has been stable with unnoticeable change, yet this does not necessarily mean that there is no need for extra care compared to other neighborhoods with assigned types. This neighborhood may call attention to more care of what is actually going on the ground. Planners need to engage with the communities to make sure the neighborhood is stable while aligning with community needs and desires.

Neighborhood Types Present Within the Proposed CFA

As proposed, the candidate CFA for Talent currently lies within a census tract 17 of Jackson County, which is identified by the neighborhood type: **Unassigned**, see the following Map.

Talent Anti-Displacement Map



5/26/2023

City Limits

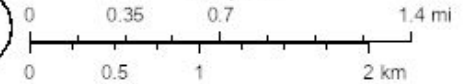
Becoming exclusive

Anti_Displacement_Typologies_2022

Late gentrification



1:55,312



County of Jackson, OR, Oregon State Parks, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, MET/NASA, USGS.



Suggested Strategies

Referring to DLCD's housing productions strategies, which can be found [here](#), RVCOG has identified the following strategies to ensure that a climate friendly area acts as an equitable community. Seeing as the city of Talent's proposed CFA candidate falls into an **unassigned** tract, staff selected more generalized strategies that could be applied to an array of anti-displacement neighborhood types.

Category A: Zoning and Code Changes

A03: Density or height bonuses for affordable housing.

Cities could consider introducing a height and density bonus for developments which introduce units between 30% - 120% of the average median income (AMI). RVCOG suggests using the CFA thresholds as a potential model for such bonuses, in the case of Talent potentially allowing an increased 10 feet of maximum height and additional 5 dwelling units per acre.

A14: Re-examine Mandated Ground Floor Use

Through research and code analysis, the City of Bend has determined that while lively streetscape in a dense environment is a worthy goal, mandating that ground floors be occupied by commercial uses when the surrounding market forces can't support such a use can contribute to decreased development or loss of area for dwelling units. While a CFA is intended to foster a live-work environment, the regulations also allow for zones to contain single uses. Factoring in the City of Bend's analysis, the City of Talent should consider not mandating commercial ground floor uses within their designated CFA, and could perhaps consider using it as a regulatory incentive instead.

Category B: Reduce regulatory Impediments

B10: Public Facility Planning

Factoring that some of the proposed CFA sites are largely vacant, assisting in providing public facilities could make these sites more attractive for development. Furthermore, assisting in the providing public facilities may enable the city to prioritize key connections or better plan for expansion in the future.

B07: Flexible Regulatory Concessions for Affordable Housing

Considering that cities within the 5,000-9,999 are in one of the lowest range for prescriptive CFA standards, enabling affordable housing to move into some of the upper thresholds could present a unique advantage. Furthermore, this strategy enables a CFA to evolve directly in response to its City's population growth, possibly resulting in a CFA pre-emptively meeting the next threshold's requirements.

B19: Survey Applicant on Development Program Decision-Making

User feedback can help illustrate frustrations or pitfalls in the planning process not seen by staff. Utilizing a survey as litmus test for ease of development within a CFA can serve as valuable asset not only to the CFA, but the City's Planning department as a whole.



Category C: Financial Incentives

C01: Reduce or exempt SDC's for needed housing.

SDC's are often seen as necessary yet prohibitive cost associated with new development. Affording exemptions for needed dense and affordable housing helps clear the way for development, while commercial developers seeking to capitalize on attractive areas by constructing recreational or properties can bear part of the burden.

C04: Incentivize Manufactured and Modular Housing.

Manufactured and modular housing could be a popular option in vacant CFA areas as it can be constructed for less cost and added on to as a larger population occupies the CFA. Modular housing also supports the owned rather rented housing, a notion that could ensure a CFA acts as equitable community for permanent residents and doesn't become an area merely for vacation rentals.

Category D: Financial Resources

D02: Low Income Housing Tax Credit (LIHTC).

Federal tax credits represent an external opportunity for an affordable housing development to feasibly occur within a city. Disclaiming these opportunities to developers comes at little cost to the city, and can facilitate mixed income housing that contributes to a more diverse set of demographics within a CFA.

D08: Demolition Tax

A demolition tax can ensure that new development within a CFA introduces a greater density than the existing structure or be forced to be pay a tax to fund a housing trust fund. Demolition taxes help mitigate the effects of higher density, aging housing being replaced by lower density, newer, market-rate homes, which could occur if the CFA is sited in a more historic area of a community, or the introduction of the CFA regulation introduce more affluent populations seeking close proximity to mixed uses.

D09: Construction Excise Tax

Seeing as the CFA candidate is located on partially vacant land, a construction excise tax seems to be an apt solution to ensure development of a CFA accrues funds for affordable housing projects both within the CFA and elsewhere.

Category E: Tax Exemption and Abatement.

E03: Vertical Housing Development Zone Tax Abatement

This housing production strategy authorized ORS 307.841 directly aligns with the live work environment that's meant to appear within CFA's, and is natural candidate to assist in mixed use development. The



effectiveness of this strategy could be somewhat bound by a CFA's respective height limits, but coupled with affordable housing density bonuses could be quite effective.

E04 & E05: Multiple Unit Tax Exemptions (Property and Limited taxes)

Similar to the Vertical Housing Tax Abatement, the multiple unit tax exemptions could serve as a symbiotic strategy to the type of development intended to occur within a CFA. Whether this strategy seeks to aid in overall feasibility by being a long-term exemption or aid in the initial

E10: Delayed tax Exemptions

Delayed tax exemptions can be seen as a viable strategy to allow new development recoup construction costs and establish a profitable base before falling below 80% AMI. This strategy could benefit initial developments in CFA's, and later assist them in serving a new economic bracket when the area becomes more developed.

Category F: Land, Acquisition, Lease, and Partnerships.

F17: Designated Affordable Housing Sites

Designating CFA's partly or entirely as affordable housing sites can ensure the best use of the land in the future. While price control measures may ward off developers initially, highlighting tax exemptions and streamlined planning process coupled with the relative newness of the CFA regulations may highlight these areas as feasible location for affordable housing.

F19: Affordable Housing Preservation Inventory

Identifying and inventorying areas currently hosting affordable housing enables staff to examine what contextual factors have led them to appear in their community, and also informs areas to proceed with caution when expanding the CFA.

Conclusion

City staff are encouraged to review and evaluate the list of strategies when it comes time for phase 2 zoning reform.



Climate Friendly Areas Study

City of Talent, OR

June, 2023



Rogue Valley
Council of Governments

155 N First St
P.O. Box 3275
Central Point, OR 97502

CLIMATE-FRIENDLY AREAS

DRAFT COMMUNITY ENGAGEMENT PLAN

Southern Rogue: Ashland, Medford, and Talent

December 2022

Engagement for People with Disabilities: Requests for accommodation and suggestions to better engage people with disabilities can be made by contacting The Northwest ADA Center at 800-949-4232.

Title VI Statement to Public: No person shall, on the grounds of race, color, national origin, or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities. Any person who believes his or her Title VI protection has been violated, may file a complaint with Oregon Department of Justice at 503-378-4400.

Climate Friendly Areas

Public and Stakeholder Engagement Plan

CONTENTS

1	<i>Introduction</i>	2
1.1	Study Overview and Purpose.....	2
1.2	Study Area	2
1.3	Demographics.....	2
1.4	Community Engagement Objectives	3
1.5	Study Decision-Making Process.....	4
2	<i>The Audience for this Study</i>	5
2.1	Interested Parties	5
2.2	Traditionally Underserved Populations.....	6
3	<i>Communication Protocol</i>	8
3.1	Stakeholder Agency Interactions.....	8
3.2	Documentation	8
4	<i>Outreach activities and Materials</i>	8
4.1	Monitoring the Effectiveness of the Community Engagement Program	10
5	<i>Schedule of Outreach Activities</i>	10
6	<i>Outreach Responsibilities</i>	11

1 INTRODUCTION

1.1 Study Overview and Purpose

The Oregon Southern Rogue Valley Climate-Friendly Areas (CFAs) project aims to study, designate, and implement CFAs for the cities of Ashland, Medford, and Talent in the Oregon Southern Rogue Valley region. This document describes anticipated methods for engaging traditionally underserved populations and the public, strategies for disseminating information, conduits for receiving input, and plans for incorporating input into the study.

1.2 Study Area

The area for which this plan oversees is described as Southern Rogue Valley, constituted as the City of Ashland, Medford, and Talent.

1.3 Demographics¹

City of Ashland

The population of Ashland as of 2020 was 21,360. 82.8 percent of the population identifies as White, followed by 9 percent of Two or more races, 3.6 percent Other race, 2.2 percent Asian, 1.1 percent Black or African American, 0.9 percent American Indian and Alaska Native, and 0.3 percent Native Hawaiian and Other Pacific Islander. 7.6 percent of the population identifies as Hispanic or Latino.

8.3 percent speak a language other than English at home, with 5.5 percent of the population speaking Spanish at home. 17.3 percent of the population is 19 years and under, 49.7 percent are between 20 and 54, and 40.5 percent are 55+ years old. As of 2020, 18.7 percent of Ashland residents are experiencing poverty compared to Oregon's 12.2 percent. 10 percent of the population experiences a disability.

City of Medford

The population of Medford as of 2020 was 85,824. 76 percent of the population identifies as White, followed by 12.6 percent Two or more races, 6.3 percent Other race, 2.1 percent Asian, 1.4 percent American Indian and Alaska Native, 1 percent Black or African American, and 0.6

¹ U.S Census Data.American Community Survey and Decennial Census 2020.data.census.gov.

percent Native Hawaiian and Other Pacific Islander. 17.1 percent of the population identifies as Hispanic or Latino.

8.7 percent of residents speak Spanish at home. 20 percent of the population is 19 years and younger, 44 percent are between 20 and 54, and 36.1 percent are 55+. As of 2020, 15 percent of Medford residents are experiencing poverty compared to Oregon's 12.2 percent. 17.7 percent of the population experiences a disability.

City of Talent

The population of Talent as of 2020 was 6,282. 78.5 percent of the population identifies as White, followed by 11.1 percent Two or more races, 6.8 percent Other race, 1.5 percent Asian, 1.4 percent American Indian and Alaska Native, 0.5 percent Black or African American, and 0.1 percent Native Hawaiian and Other Pacific Islander. 16.5 percent of the population identifies as Hispanic or Latino.

17.7 percent speak a language other than English at home, with 11.4 percent speaking Spanish. 20 percent of the population is 19 years and younger, 46.5 percent are between 20 and 54, and 33.5 percent are 55+. As of 2020, 17 percent of Talent residents are experiencing poverty compared to Oregon's 12.2 percent. 13.9 percent of the population experiences a disability.

1.4 Community Engagement Objectives

Community engagement is key to the Climate Friendly Area study's successful implementation. We know the Climate Friendly Area study will affect a wide variety of people with many different interests. Because of this, it is unlikely that everyone will agree 100 percent with every aspect of the study recommendations. Two-way communication between the planning team and people who may be affected by the study's outcome is important. This will help the local planning team to identify and understand different interests and concerns and provide the best chance of shaping the study to fit the public and community's overall needs.

The objectives of the study's community engagement program are to:

- Help the community identify preferred location(s) of climate-friendly areas.
- Center the voices of traditionally underserved populations, particularly those disproportionately harmed by past land use and transportation decisions and engage with those populations to develop key community outcomes.
- Give all potentially affected interests an opportunity for input.

- Actively seek participation of potentially affected and/or interested agencies, individuals, businesses, and organizations.
- Provide meaningful community engagement opportunities and demonstrate through a reporting back process how input has influenced the decisions.
- Clearly articulate the process for decision-making and opportunities for input or influence.
- Explore partnerships between your city, county, Council of Governments and other agencies and organizations, for overcoming potential barriers to plan implementation.
- Help the public to understand how this fits into other planning processes local governments are undertaking.
- Comply with Title VI of the Civil Rights Act and Environmental Justice rules and the Climate-Friendly and Equitable Communities community engagement requirements in OAR 660-012-0120 through 0135. The outreach process will promote the fair and meaningful involvement of all people regardless of race, color, national origin, disability, gender, sexual orientation, housing status, primary language, immigration status, age, or income. No person shall be excluded from participation or subjected to discrimination on the basis of these factors.
- Ensure the community engagement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives.

Funding and resources for the study's community engagement activities are limited. We understand people have many competing demands on their time, and it will be important to be sensitive to this. A final objective is to provide a budget-conscious community engagement program that provides meaningful opportunities for input and feedback that are both inexpensive and convenient for participants.

1.5 Study Decision-Making Process

The planning team will share study information with underserved populations and the public for input and feedback. The planning team is then responsible for balancing community needs and desires expressed through the community engagement process.

For some jurisdictions, an advisory committee will serve as a sounding board for the project team, providing additional input on public concerns and feedback on possible solutions.

Ultimately, study recommendations will be developed based on the judgment of the planning team.

Note that OAR 660-012-0315(4) does not require council action or adoption of the study. The rule requires the city or county to submit a study of potential CFAs to the Oregon Department of Land Conservation and Development (DLCDD), and that study shall include maps, preliminary calculations of zoned capacity, an engagement plan for the designation of the CFAs, and analyses of how each area could be brought in compliance with OAR 660-012-0310(2) and 0320 and plans to achieve fair and equitable housing outcomes in the area, including plans to mitigate or avoid potential displacement.

2 THE AUDIENCE FOR THIS STUDY

2.1 Interested Parties

The outreach process will provide opportunities for input and feedback from many interested people and organizations in the study area, including, but not limited to:

- Low-income, racial, and ethnic minority groups
- Elected officials
- Local agency partners
- Business organizations, associations, and chambers of commerce
- Bike and pedestrian interests
- Transit providers and transit users
- Freight interests
- Environmental interests
- Senior services
- Health equity interests
- Tourism agencies and interests
- Schools and universities
- Housing and community development interests
- Emergency services providers
- Natural disaster risk management agencies
- Neighborhood associations and councils
- Downtown associations
- Large employers
- Employer-based commuting programs
- Recreation interests
- General public
- Local media
- Internal stakeholders at the cities of Ashland, Medford, and Talent

The outreach process will center the voices of traditionally underserved populations, as required in OAR 660-012-0125. The list of those populations includes, but is not limited to:

- (a) Black and African American people;
- (b) Indigenous people (including Tribes, American Indian/Alaska Native and Hawaii Native);
- (c) People of Color (including but not limited to Hispanic, Latina/o/x, Asian, Arabic or North African, Middle Eastern, Pacific Islander, and mixed-race or mixed-ethnicity populations);
- (d) Immigrants, including undocumented immigrants and refugees;
- (e) People with limited English proficiency;
- (f) People with disabilities;
- (g) People experiencing homelessness;
- (h) Low-income and low-wealth community members;
- (i) Low- and moderate-income renters and homeowners;
- (j) Single parents;
- (k) Lesbian, gay, bisexual, transgender, queer, intersex, asexual, or two-spirit community members; and
- (l) Youth and seniors.

2.2 Traditionally Underserved Populations

Title VI of the Civil Rights Act of 1964 requires that no person shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance on the grounds of race, color, or national origin; including the denial of access for Limited English Proficient persons.

In addition, the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income (also known as “Environmental Justice”) was the subject of an Executive Order signed by President William J. Clinton in 1994. Executive Order 12898 focused federal attention on the environmental and human health effects of governmental actions on minority and low-income populations.

The Climate-Friendly and Equitable Communities rules, particularly OAR 660-012-0125 through 0135 and 0315(4), require a community engagement plan and engagement-focused equity analysis, be conducted as part of the climate-friendly area study. The rules also require identifying federally recognized sovereign tribes whose ancestral lands include the planning

area, and notification and engagement of those tribes. The equity analysis requirements include:

- (a) Engage with members of underserved populations to develop key community outcomes;
- (b) Gather, collect, and value qualitative and quantitative information, including lived experience, from the community on how the proposed change benefits or burdens underserved populations;
- (c) Recognize where and how intersectional discrimination compounds disadvantages;
- (d) Analyze the proposed changes for impacts and alignment with desired key community outcomes and key performance measures under OAR 660-012-0905;
- (e) Adopt strategies to create greater equity or minimize negative consequences; and
- (f) Report back and share the information learned from the analysis and unresolved issues with people engaged as provided in subsection (a).

An early step in the engagement activities with underserved community members is gathering information on key equity-focused institutions, such as places of worship, community centers, ethnic markets, etc. to build a more complete understanding of key geographic considerations.

City of Ashland	City of Medford	City of Talent
<ul style="list-style-type: none"> • Seniors • People with disabilities • People experiencing homelessness • Low-income and low-wealth community members • Low- to moderate-income renters and homeowners 	<ul style="list-style-type: none"> • People of Color • Immigrants • People with limited English proficiency • People with disabilities • People experiencing homelessness • Low-income and low-wealth community members • Low- and moderate-income renters and homeowners 	<ul style="list-style-type: none"> • Seniors • People of color - specifically Hispanic/Latino • Low-income and low-wealth community members

3 COMMUNICATION PROTOCOL

The responsibilities of the Consultant are to communicate with each City and/or Council of Governments to provide seamless coordination throughout all stages of this process.

The responsibilities of each City are to communicate with their respective jurisdictions and community members to ensure transparency and education of these processes.

The responsibilities of the Council of Governments and/or City are to communicate with the Consultant about the progress of the technical work and the progress and key discoveries to inform the public engagement work.

3.1 Stakeholder Agency Interactions

Each jurisdiction has identified groups and organizations that are key stakeholders to engage in this process:

City of Ashland	City of Medford	City of Talent
Housing Authority of Jackson County	Downtown Medford Association	Coalicion Fortaleza Shadybrook
Rogue Action Center (RAC)	ACCESS	Candlewood
Options for Helping Residents of Ashland (OHRA)	Unete	CASA (Talent Mobile Home Park)
City of Ashland, Social Equity & Racial Justice Commission	Housing Authority of Jackson County La Clinica Center for Nonprofit Legal Services	

3.2 Documentation

Summary notes will be recorded by the Consultant for all engagement activities. A complete summary of the community engagement process will be compiled by 3J at the end of the study and published in a final community engagement report.

4 OUTREACH ACTIVITIES AND MATERIALS

Three rounds of outreach activities and materials are proposed to carry out the Community Engagement Objectives:

Round 1 (January – February 2023)

Key Engagement Goals

- Inform the public about CFEC rules and generate interest in the project.

- Why were these rules adopted?
- What is Climate-Friendly and Equitable Communities?
- What are the CFEC guidelines?
- What is the process and timeline?
- How can people participate and get general feedback on CFA designation?
- Share proposed local goals or guiding principles as appropriate.
- Introduce local cities zones (areas that already meet CFA requirements) as appropriate.

Engagement Activities and Materials

- Customized CFA identification handouts
- Draft webpage content
- Draft PPT presentation
- Virtual meeting with Community Based Organization
- Phone stakeholder interviews (Up to 5)
- Virtual public meeting
- Advisory committee convening as appropriate

Round 2 (March – April 2023)

Key Engagement Goals

- Share details of the CFA analysis process.
- Present possible areas for CFAs and how they could be narrowed.
- Compare goals/guiding principles to proposed locations as appropriate.
- Collect input on locations.

Engagement Activities and Materials

- In person focus group meetings (2)
- In-person public meeting
- Online questionnaire
- Advisory committee convening as appropriate

Round 3 (May – June 2023)

Key Engagement Goals

- Present results: share how new rules may affect CFAs.
- Give opportunity to comment on draft results.

Engagement Activities and Materials

- In-person public meeting as needed
- Online questionnaire
- Advisory committee convening as appropriate

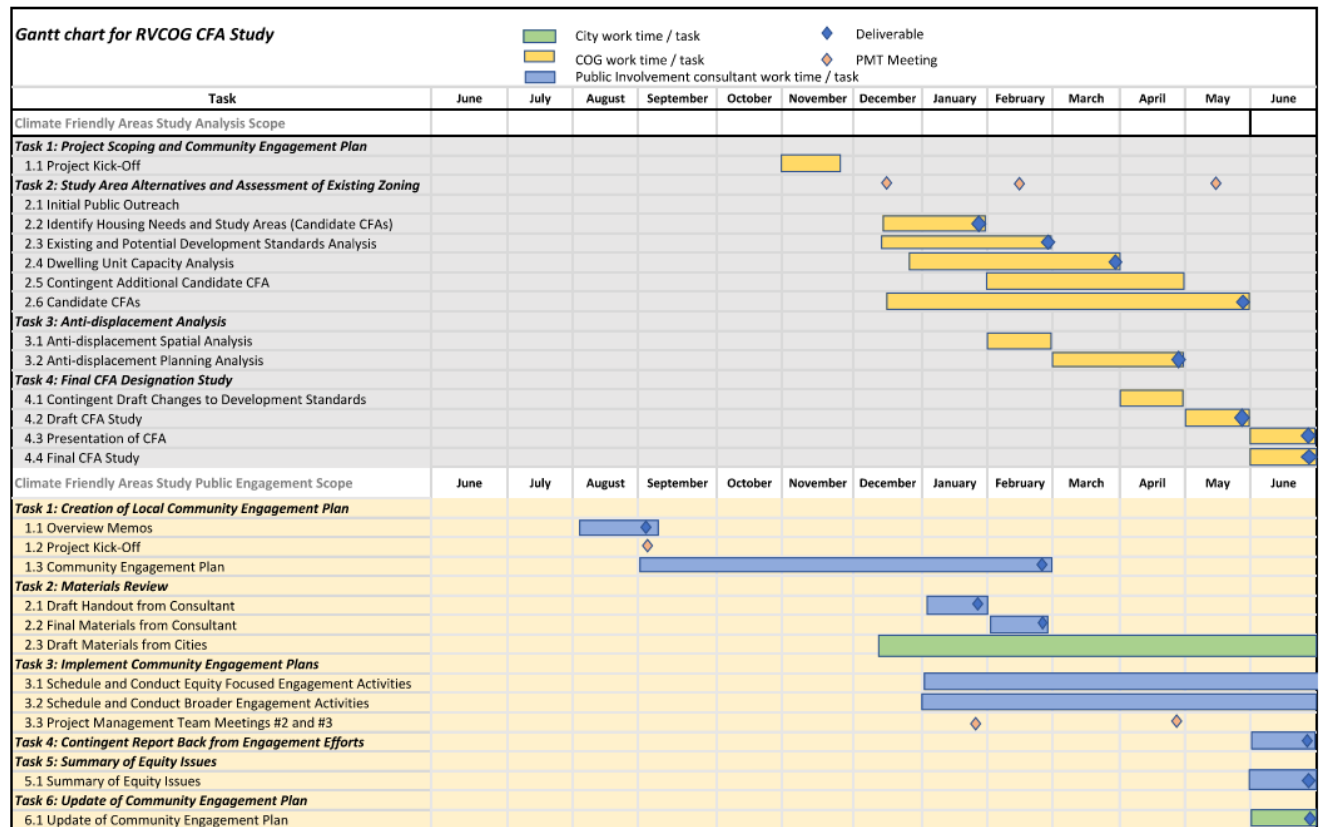
NOTE: DLCD will strive to provide translation and interpretation services at a local jurisdiction’s request, within budgetary constraints.

These rounds of engagement are designed to be iterative; each activity builds on the knowledge and information from each prior round. Community engagement will guide and inform the technical work. Cities will provide regular updates to their City Council and Planning Commission.

4.1 Monitoring the Effectiveness of the Community Engagement Program

Each round of engagement will inform each other to build upon the results and findings.

5 SCHEDULE OF OUTREACH ACTIVITIES



Note: The climate-friendly area study must be submitted by December 2023, per OAR 660-012-0012. The actual zoning changes and designations happen by December 2024, unless a community applies for an alternative date and is approved. Development in response to that zoning is expected to happen for decades afterward.

6 OUTREACH RESPONSIBILITIES

Outreach Item or Activity	Responsible Parties		
	City	RVCOG	Consultant
Customized CFA Handout			X
Webpage Content			X
Round 1 PowerPoint Presentation			X
Round 1 Virtual Meeting with CBOs	X		X
Virtual Stakeholder Interviews (5)			X
Round 1 Virtual Public Meeting	X		X
Round 2 In-person Focus Groups (2)	X		X
Round 2 In-person Public Meeting	X		X
Round 2 Online Questionnaire			X
Round 3 In-person Public Meeting	X		X
Round 3 Online Questionnaire			X
Engagement Summary			X
Reserve venues	X		
Schedule/Facilitate advisory group meetings and complete summaries	X		
Public Notices and Communication	X		

Southern Rogue Valley Climate Friendly Areas Study

Community Engagement Report

June 30, 2023

I. Introduction

By the end of 2024, communities – including Ashland, Medford, and Talent - are required by state law to study, identify, and designate “Climate-Friendly Areas” (CFAs). CFAs are intended to be places where people can meet most of their daily needs without having to drive. These places may be urban mixed-use areas such as downtowns and main streets.

The CFA process requires centering voices of underserved populations and working towards equitable outcomes. While some may see Climate Friendly Area designation as a benefit, others may fear gentrification-caused displacement. As this planning effort may generate significant public interest, the Oregon Department of Land Conservation and Development (DLCD) enlisted a consultant to provide public engagement assistance to these jurisdictions and help ensure the public is engaged in the decision-making process and the voices of underserved populations are heard.

This report describes the community engagement efforts carried out for the CFAs project by the cities of Ashland, Medford, and Talent with support from 3J Consulting. This document outlines the methodologies employed to engage traditionally underserved populations and the broader public, the strategies employed for disseminating information, the channels utilized for gathering feedback, and the plans for integrating the received input into the study.

II. Objectives

The objectives of the study’s community engagement program were to:

- Help the community identify preferred location(s) of climate-friendly areas.
- Center the voices of traditionally underserved populations, particularly those disproportionately harmed by past land use and transportation decisions and engage with those populations to develop key community outcomes.
- Give all potentially affected interests an opportunity for input.
- Actively seek participation of potentially affected and/or interested agencies, individuals, businesses, and organizations.
- Provide meaningful community engagement opportunities and demonstrate through a reporting back process how input has influenced the decisions.
- Clearly articulate the process for decision-making and opportunities for input or influence.
- Explore partnerships between your city, county, Council of Governments and other agencies and organizations, for overcoming potential barriers to plan implementation.
- Help the public to understand how this fits into other planning processes local governments are undertaking.
- Comply with Title VI of the Civil Rights Act and Environmental Justice rules and the Climate-Friendly and Equitable Communities community engagement requirements in OAR 660-012-

0120 through 0135. The outreach process will promote the fair and meaningful involvement of all people regardless of race, color, national origin, disability, gender, sexual orientation, housing status, primary language, immigration status, age, or income. No person shall be excluded from participation or subjected to discrimination on the basis of these factors.

- Ensure the community engagement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives.

III. Scope and Approach

The project scope outlined the creation of a community engagement plan to guide this first phase of the Climate-Friendly Area study and designation work, and to support the cities in conducting meaningful community involvement.

Outreach Activities and Materials were planned according to a three-round schedule:

Round 1

During Round 1, the key engagement goals revolved around informing the public about CFEC rules and generating interest in the initiative. The focus was on answering important questions such as why these rules were adopted, what exactly is meant by Climate-Friendly and Equitable Communities (CFEC), what the CFEC guidelines are, and understanding the process and timeline involved. Additionally, the aim was to encourage public participation and provide a platform for general feedback on CFA designation. As part of the engagement activities and materials, customized CFA identification handouts were prepared along with draft webpage content and PowerPoint (PPT) presentations. Furthermore, there was a virtual meeting and stakeholder interviews. The intention was to share proposed local goals or guiding principles and, where applicable, introduce local city zones that already met the CFA requirements.

Round 2

During Round 2, the key engagement goals were to share details of the CFA analysis process, present possible areas for CFA designation and explore ways to narrow down the areas. The aim was to compare the goals and guiding principles to the proposed locations, ensuring alignment and suitability. Additionally, the project sought to collect valuable input and feedback from the public regarding these locations. To facilitate the engagement process, in-person public meetings were organized,



providing an opportunity for face-to-face discussions and interactions. Furthermore, online questionnaires were made available, enabling wider participation and gathering input from a broader audience. These engagement activities and materials were implemented to ensure comprehensive and inclusive decision-making.

Round 3

In Round 3, the key engagement goals were to present the narrowed down CFA designations. The focus was on providing the public with an understanding of the potential effects and implications of CFA designation. Moreover, this round aimed to create an opportunity for stakeholders to provide their comments and feedback on the potential designations, ensuring their perspectives were taken into account. To facilitate this engagement process, focus group meetings were conducted, providing a platform for in-depth discussions and exchange of ideas. Additionally, the online questionnaire was continuously available to gather input from a wider audience, making the engagement process more accessible and inclusive. These engagement activities and materials were implemented to foster transparency, collaboration, and informed decision-making.

IV. Key Findings

Round 1

In February 2022, a region-wide virtual meeting was held to inform the public of the recently enacted Climate-Friendly and Equitable Community (CFEC) rules and the related local efforts. The meeting was led by the Rogue Valley Council of Governments (RVCOG), which was responsible for the CFA technical analysis. RVOG representatives described roles for the cities, RVCOG, and consultant, reviewed the project schedule, and listed the ways in which people will be able to participate. Representatives from DLCDC provided an overview of CFEC requirements and timelines.

An overall discussion was held where community members could ask City staff questions specific to their community. Questions and concerns raised during the public meeting revolved around how CFA designation could impact historic buildings, what financial support exists to implement this program, and how this is connected to public transit initiatives. This question-and-answer session served as a starting point for the community leader and stakeholder interviews and focus groups held soon after this meeting.

Following the virtual meeting, several interviews and focus group meetings were conducted with community leaders and stakeholder groups in order to gather input on how to best engage underserved populations. The interviewees were asked two categories of questions: general engagement and CFA-specific discussion. The following highlights some key findings from these conversations:

- Language inclusive and accessible discussions allow for meaningful engagement.
- Equitable events offer childcare, transportation, and food incentives.
- A mixture of event types and the opportunity for continuous feedback allows for more successful information exchange.
- Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.



Round 2

During the second round of engagement, from January through May 2023, in-person public meetings were held in each city. The purpose of these meetings was to present and get public feedback on CFA candidate areas. RVCOG representatives provided an overview of how CFEC rules apply to each city, then described each of the CFA candidate areas. Following the presentation, community members participated in an open-house style discussion providing comments on each of the CFA candidate areas.

An online questionnaire was made available for those who could not attend the in-person meeting or preferred to participate through that tool. The questionnaire sought to receive feedback from the community regarding the proposed Climate-Friendly Areas.

Round 3

The final round of community engagement consisted of some additional focus groups and continued feedback through the online questionnaire. The results of the questionnaires for each city provided insight into each of the communities' opportunities and challenges regarding the proposed CFA designations. Specifically, folks expressed concerns regarding the availability of infrastructure, the potential increase in density, and walkability while also expressing interest in the potential for revitalization, cohesiveness, and access to more services.

V. Conclusion

As a result of the community feedback, the Cities will continue to vet and refine their current proposed Climate-Friendly Areas. Specifically, in Ashland, community members were largely in favor of the regulations, and appreciated the regulation's attempts to provide more affordable housing sited close to employment centers. They will continue to analyze as many candidate areas as possible and present their options to elected and appointed officials in the latter half of 2023, offering further opportunities for public engagement.

In Medford, while engagement efforts were supported by our team, the analysis and subsequent changes to potential CFA's were undertaken by the City of Medford. Lastly, in Talent, through work history and past interaction with citizens, city staff identified a need to preserve the downtown area and encouraged the technical analysis team to site the CFA in an area to encourage redevelopment in areas affected by the Alameda fire. When the proposed CFA was presented to the public, community members again grappled with the impact and concept of the rules themselves. There was some desire to site the CFA in a future urban reserve. Overall, the public seemed to largely agree with the candidate area.

VI. Attachments

- A. Ashland Interview Summary
- B. Medford Interview Summary
- C. Talent Interview Summary
- D. Ashland Questionnaire Data
- E. Medford Questionnaire Data
- F. Talent Questionnaire Data