

Minor Report for Medford

For the 2023 reporting year

This report was submitted by Medford to meet the requirements of OAR 660-012-0900(6) for the 2023 reporting year. The department has reviewed the submittal as provided in OAR 660-012-0915(1) and deemed it complete. This document was generated by the department using information submitted by Medford.

OAR 660-012-0900(6)(a)

(a) A narrative summary of the state of coordinated land use and transportation planning in the planning area over the reporting year, including any relevant activities or projects undertaken or planned by the city or county;

Planning and Engineering staff work closely on all new land use applications submitted to evaluate street upgrades, driveway locations, street extensions, circulation, and safety. In 2023, the City approved 16 site plan applications and six subdivisions with street extensions. Each proposal assists with extending the City's street network, making incremental upgrades where needed, and improving bike and pedestrian facilities.

Projects undertaken in 2023:

- Foothill Road/North Phoenix Road reconstruction (on-going/underway)
- Intersection ADA ramps installed throughout the City
- East Main restriping to include a two-way bicycle lane and reduction of travel lanes from three lanes to two lanes
- Rossanley Drive roundabout
- ARPA/SRTS Sidewalk Infill
- Liberty Party Sidewalk Phases 2-5
- Owen Drive Extension
- Table Rock Road sidewalk infill
- SRTS Kennedy – Bradbury sidewalk
- SRTS Jefferson – Garfield and Kenyon RRFB

OAR 660-012-0900(6)(b)

(b) The planning horizon date of the acknowledged transportation system plan, a summary of any amendments made to the transportation system plan over the reporting year, and a forecast of planning activities over the near future that may include amendments to the transportation system plan;

TSP planning horizon date: 2038

Summary of amendments to the TSP:

The Medford TSP was amended by Ordinance No. 2023-161 in December 2023 and included the following revisions:

- Incorporated the Exit 27 IAMP document and appendixes by reference and listed the five main

vehicular projects associated with it

- Added three new local street connections in NE Medford located north of E. Vilas Road to Figure 23 and associated table
- Updated the base layer of all maps within the plan to reflect the higher order street system from Figure 18 and created consistent map templates
- Corrected the total right-of-way width on the Minor Collector cross section
- Updated Figure 11 to show new bicycle facilities completed
- Updated Figures 20 (Tier 2 projects) and 21 (Bicycle Facilities) to align projects 677 and 678 to match the higher order street layout
- Updated the note on Figure 22 (Major Transit Stops) to reflect the addition of Route 24 as a Frequent Transit Corridor

Forecast of future planning activities:

The following projects represent potential projects that may require amendments to the City's Transportation System Plan:

- South Stage Road Extension Study (Interstate 5 overcrossing versus interchange)
- Local street circulation plans in the southwest neighborhood
- Medford Oregon Transportation Safety Plan (MOTSAP)

OAR 660-012-0900(6)(c)

(c) Copies of reports made in the reporting year for progress towards centering the voices of underserved populations in processes at all levels of decision-making as provided in OAR 660-012-0130 and a summary of any equity analyses conducted as provided in OAR 660-012-0135; and

Any included reports are attached to this document.

Summary of equity analyses:

None.

OAR 660-012-0900(6)(d)

(d) Any alternatives reviews undertaken as provided in OAR 660-012-0830, including those underway or completed.

The following alternative reviews underway in 2023 included:

- South Stage Road Extension Study

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 DLCDD 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

Climate-Friendly and Equitable Communities – Medford Community Leader Interview Summary

Background and Purpose

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2024.

“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon may see a higher intensity of development over time. This will most likely occur in existing downtowns that have or can implement high-quality pedestrian, bicycle, and transit infrastructure. The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2024.

3J Consulting has been employed by the Department of Land Conservation and Development (DLCD) to assist local cities in public outreach for this project. Due to the effects that potential, high-intensity redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of underserved communities are centered in the engagement process. The first step is conducting interviews with key community leaders to better understand how their community would like to be engaged in this process. These interviews will inform the community engagement plan and activities we conduct with the community over the next two years. These activities will focus on identifying potential locations for these “climate-friendly areas” and discussing the burdens and benefits of each.

Additional Resources

- [Climate-Friendly and Equitable Communities webpage](#)
- [Climate-Friendly Areas summary](#)
- [One-Page Summary of Climate-Friendly and Equitable Communities Rulemaking](#)

Key Themes

The initial round of community engagement offered jurisdictional specific feedback to help inform the upcoming engagement efforts. The stakeholder interviews and focus groups were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- **Language inclusive, experience focused, and culturally aware discussions allow for meaningful engagement.**
- **Equitable events offer childcare, transportation, and monetary incentives.**

- **A mixture of event types and the opportunity for continuous feedback allows for more successful use of information.**
- **Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.**

General engagement

- **When there is an opportunity for your community to engage in a local project or process, what makes them feel like their participation was meaningful?**
 - The opportunity to provide the feedback, being asked in the first place.
 - There needs to be a broader net cast to make sure that all populations are involved.
 - Underserved communities are not being served as much.
 - Including everyone in the conversation.
 - Have a chance to speak to things and be heard.
 - Meetings hosted entirely in Spanish and marketed towards the agricultural community.
- **What can we do to have a larger number of community members participate in this process? Ideas or solutions could include food and childcare during activities, for example.**
 - Food and childcare, but you also need additional incentives; if it is in person, the event needs to be accessible.
 - Trying to identify the organizations that work with communities that are harder to reach.
 - Include an opportunity to teach a skill or activity.
 - A meal and a safe childcare option, but not everyone will be comfortable with that so, family friendly.
- **What challenges/problems have you and your community experienced engaging in projects?**
 - Not just downtown locations, and transportation isn't good enough.
 - These issues can be very complex and hard to understand, which leads to people feeling overwhelmed.
 - There are places E/W that are impossible to get to without a car.
 - Access, you must take your show on the road. Getting permission to hang out at a school, workplace, a community fair of sorts.
 - Transportation in the valley is rough, if folks don't have cars, they aren't going to be able to come to you.
 - The only way to get to rural communities is to go to them.
- **What has worked well?**
 - Can be as simple as starting your event with "let me start with how this affects you."
 - Authentic interaction, leveraging service organizations.

- **How do you go to your community to share information and receive their input? What methods/channels work best for informing people about community projects?**
 - Social media is good, working with vulnerable populations are reachable this way.
 - Work with organizations that already have contacts that you can reach out to.
 - Social media and flyers as a combination helps reach more, but social media can be a scrolling void.
 - A social media specific account or event, especially in Spanish.
 - Medford lost its newspaper, there is TV news.
- **Are there any specific types of activities that work well?**
 - They are all important parts of the process, it's more about people being able to participate at all levels.
 - Family focused events; specially to reach the Latinx community.
 - Survey is tangible in terms of people doing it and being done.
 - Focus groups can be a way to leverage more tailored activities. Doing them in both English and Spanish.
- **Online or in-person?**
 - A mixture.
- **(If applicable) – Translation or interpretation needed?**
 - The Latino community in Medford is the most prominent, Spanish is very helpful.

Climate Friendly Areas

- **From the information we have shared today, are there any questions that you have, or your community might have, about the climate-friendly area process?**
 - How this works in Medford? There are a lot of development hurdles here, will this process just be bogged down and forgotten?
 - Have areas been identified?
 - What even is this?
 - What are the possible consequences?
 - What is the actual timeline?
- **How can we make sure we have information that is easy to understand and easy for your community to provide comments about?**
 - The information needs to be at a level that people can understand, and highlighting how it affects people.
 - Well-done bilingual translation.
 - Climate-friendly wording may not bring people in. Finding a way to remain authentic.
- **What elements of this process might your community be interested in engaging around? What are some key topics of concern for your community?**
 - The actual locations of these areas and how that will change things.
 - School access: how this affects my ability to get my kids to school?

- How does this increase my ability to recreate?
- A focus that accomplishes more outside of the process space to create opportunity and vision.
- **Any red flags or major concerns that you see in this overall process? How do those concerns affect your sense of community, safety, and belonging to this place?**
 - Think about how this will impact the homeless community.
 - Making sure people are reached out to, even if it's difficult.

Next Steps

- **Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?**
 - Ed wants to continue working with us, and La Clinica would be happy to push out information about this project.
 - Vicky will send along her contact that works with the agricultural community.

On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (Primary)	What are the challenges and opportunities you see for this candidate area? (Primary)	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (E. Barnett)	What are the challenges and opportunities you see for this candidate area? (E. Barnett)	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (West Main)	What are the challenges and opportunities you see for this candidate area? (West Main)	Did we miss any areas you think should be considered?	If you would like to be added to the City of Medford's email list for updates on this project, please add your name and email below.
5	Limited availability of RVTD services in more outlying neighborhoods. For example, I live 1 block off E Main and no bus runs up to North Phoenix Rd or down to downtown w/out walking 10 blocks or more. Provides for easy access to public transportation and close to essential services. Helps redevelop underdeveloped and somewhat blighted areas.		Again, no good bus routes to these 5 areas from outlying neighborhoods.	5			Kristine A. Groskopp groskoppk@centurylink.net
10		1	The soil type can pose development challenges. Removed from the present area of density around downtown and where the busses are utilized. This area could create a 'separate' downtown effect. The most advantageous reason for this area is that this region is an underdeveloped area where meeting the goals would not displace the lower-income population area of Liberty Park and preserves historic 10 structures.	10	Close to central services and public transportation. Other than the distance from the freeway and downtown, this area is great. There are already numerous residential dwellings and commercial businesses. It's flat and walkable. There are fewer residential units impacted and the area and less displacement. I own a large piece of property on this ground, and run a business on that ground. How does this effect my business?	no. Thank you	Mark Knox knox@mind.net
9	The area has some of the most historic homes and businesses. The CFAs threaten those areas to demolish and clear sites to make way for the larger area footprint necessary to support the vertical construction.						Amy Gunter amygunter.planning@gmail.com
0							Brian Stuart brian@roquepacific.com
0	Parking issues - Transportations logistics for commuting citizens, impacts to existing property owners. Has retail shopping and city and county government, as well as restaurants and parks. Traffic flow of Central and Riverside provides natural barriers to contain area. While some of the area is already developed other parts need to be restored and developed. Could be a great asset to downtown Medford.		Where do all the residents park? If there are commercial properties where do customers park? Logistics on 5 enough access to support a business.		How do you create a climate friendly zone in a major transportation thorough fare? West Main (old 238) and Ross Lane that was just improved. Where do all the residents of these huge apartment complexes park. I know the idea is less vehicles but assuming no vehicles is not realistic. 85 ft building height and minimal parking, hoping people use Public 0 Transportation and bicycles? Variety of structures and enterprises already existing could be a good starting point for development of a CFA. Traffic patterns are heavy use for West Main and rerouting heavy traffic probably 5 necessary.		Lois Hoeffler lhoeffler@yahoo.com
10			Too far removed from center of Medford to be a nexus of climate-free 0 activity.				
0			It appears this area includes land in at least partial agricultural production. What is the justification for converting 0 it to some other use?	5		Before imposing any of these changes it is essential that you have the support of the majority of the property owners who will be affected by zoning changes. The city has a reputation of forcing changes on owners without adequate support.	

Has existing development and huge gaps in development, so there are opportunities to make this area denser and easier for residents to access and use via active transportation if there were more housing and development. Its location close to downtown and a freeway exit/entrance also make it really attractive as an accessible area, as does its proximity to Phoenix.

It is not as adjacent to shopping centers and its distance from downtown and the freeway make it less attractive as an area that could support residents who seek to solely use active transportation. It is an advantage that it is near to Asante, and might take some pressure off Barnett, which sees far too much traffic to feel safe or accessible for active transportation users.

Developing this area would help to provide more equitable resources to parts of our community that are under-served and most vulnerable to the impacts of climate change.

No

Kyna Moser

kynamaureen@gmail.com

Southern Rogue Climate Friendly Areas Public Meeting

April 13th, 2023

1. What is your level of support for each candidate area?
 - a. CFA Candidate A:
 - i. Somewhat Support
 - ii. Strongly Support
 - iii. Support
 - iv. Support
 - v. Support
 - b. CFA Candidate A1:
 - i. Do Not Support
 - ii. Support
 - iii. Support
 - iv. Support
 - v. Support
 - c. CFA Candidate A2:
 - i. Support
 - ii. Strongly Support
 - iii. Support
 - iv. Support
 - d. CFA Candidate A3:
 - i. Somewhat Support
 - ii. Somewhat Support
 - iii. Strongly Support
 - iv. Support
 - v. Support
 - e. CFA Candidate B:
 - i. Strongly Support
 - ii. Support
 - iii. Somewhat Support
 - iv. Support
 - v. Strongly Support
 - f. CFA Candidate C:
 - i. Do Not Support
 - ii. Do Not Support
 - iii. Somewhat Support
 - iv. Do Not Support
 - v. Strongly Support
2. What are the challenges and opportunities you see for these candidate areas?
 - a. *For all areas I hope that developers are willing and able to build multi-family housing units and attractive business to serve residents and visitors. Please find incentives for builders and let's build CFAs throughout the city. I would love to live in a car-independent area.*

- b. *C does not have good connectivity to the rest of town, A, A1, A2 have many established buildings – what will be torn down for new development? What jobs will realistically move in? What can utility connections support, especially in more historical areas? Plus removing parking downtown at this time will affect outside residents who come downtown for activities. The Ross/W. Main area is fantastically active right now, has direct lines to existing high schools, access to multiple grocery stores, and a direct connection to downtown. I drive by every day and think this is the perfect time for the city to set a new standard there – we should do so! Plus O don't forget Rogue X is right out there too!*
 - c. *It's going to be a challenge to have people give up their vehicles. It's sort of a form of freedom.*
 - d. *I think it's meaningful that area A3 and south could bridge between the hospital and employers downtown. Curious how A2's development would impact all the mental health services currently there.*
 - e. *Medford filed a lawsuit against CFA. Apparently, Medford does not have a plan yet. What is the Medford plan? Also, the entire CFA plan does not mention reducing methane gas usage. I heard Eugene is reducing the house hookup for methane. Why isn't this plan reducing methane. Planning is the future, and nobody knows what the future looks like.*
 - f. *The challenge will be turning parking lots into dwelling units.*
3. Did we miss any areas?
- a. *I think the area along E Barnett would be worth a look. A lot of jobs along this route in the medical profession.*
 - b. *Closer to the hospital on Riverside.*
 - c. *Candidate C does not presently have any buses? Also, the farmers should be considered as well. Planning should be considering all possibilities of disasters, flooding, fire, earthquake. I made a complaint to the Medford police about speeds on Barnett. I asked for a speed camera, but they cannot do it because there is no room. The police told me "poor planning."*
 - d. *The Centennial Golf Course*
4. Name and Email address
- a. Deidre Krupp – vrysha@gmail.com
 - b. Gary Sumrak – Sumgi@charter.net
 - c. Peter Edwards – il92837466@gmail.com
 - d. Bruce Bauer – bbauer1942@yahoo.com
 - e. Alan Journet – alanjournet@gmail.com
5. General Comments
- a. *If you are serious about reducing greenhouse gases, you need to reduce methane gas usage and we need rail travel north and south. That would reduce huge amounts of gases in our air.*
 - b. *Poor introduction. When we were sent to forage at the boards, we had received no instructions on what we were doing there i.e., offering comments on the CFA options.*