

Minor Report for Talent

For the 2023 reporting year

This report was submitted by Talent 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 Talent.

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;

The City of Talent participated in the Climate Friendly Area Study and have a draft CFA established. The city is also working with DLCDC through the TGM grant program regarding a "Revisioning" project for the HWY 99 corridor.

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: 2035

Summary of amendments to the TSP:

None

Forecast of future planning activities:

Should the city partake in any UGB amendments, the TSP may be amended at that time. The TSP may further be amended dependent upon the results of the "Revisioning" project mentioned above.

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:

As required per OAR 660-012-0135(2)(b)(C), an engagement -focused equity analysis was conducted during the CFA study period. That information is included in the attachment.

Engage with members of underserved populations to develop key community outcomes. Gather, collect, and value qualitative and quantitative information, including lived experience, from the community on how the proposed change benefits or burdens underserved populations. Recognize where and how intersectional discrimination compounds disadvantages. Adopt strategies to create greater equity or minimize negative consequences.

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

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

None

CLIMATE-FRIENDLY AREAS

FINAL 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

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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

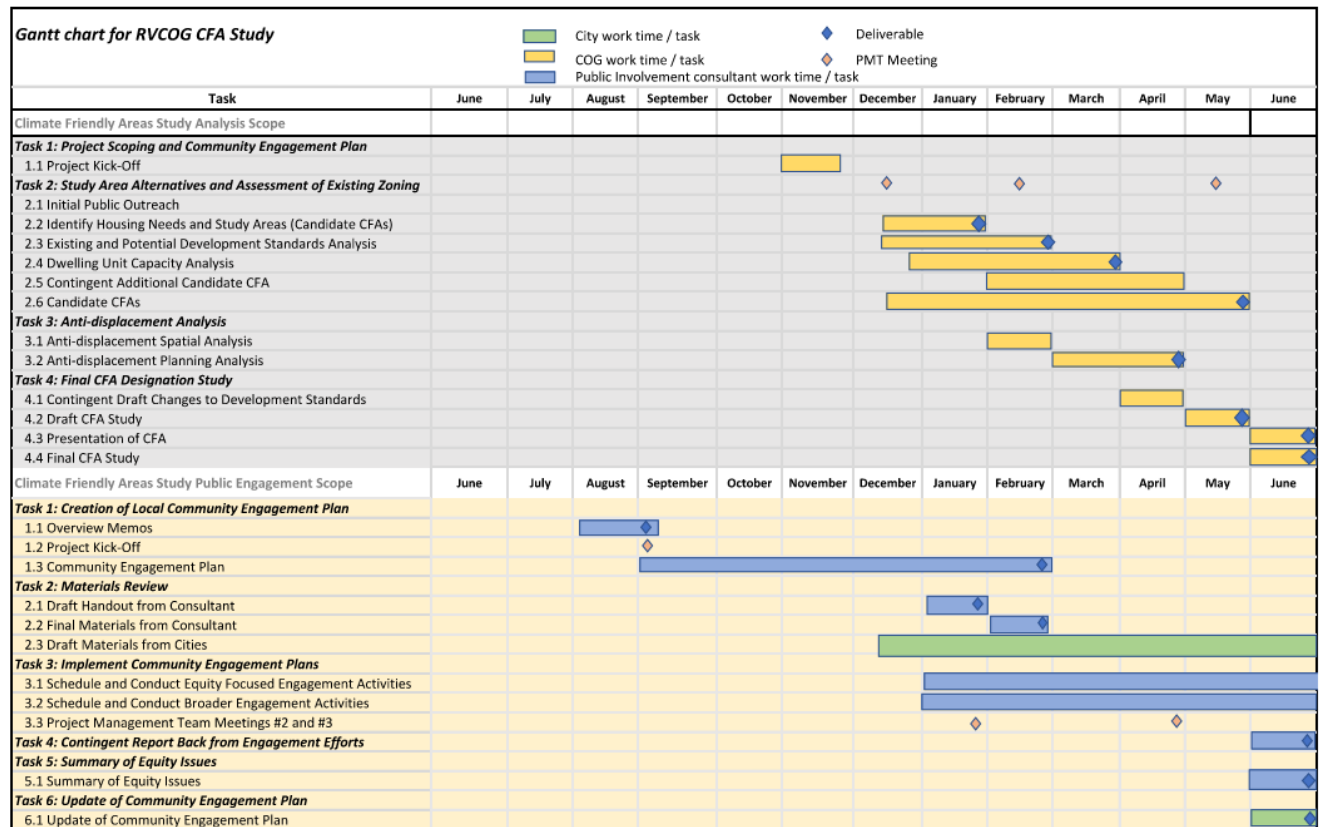
NOTE: DLCD will strive to provide translation and interpretation services at a local jurisdiction’s request, within budgetary constraints.

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		