October 2023

ROGUE REIMAGINED
REGIONAL LONG-TERM RECOVERY PLAN

Jackson County, Oregon

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ROGUE
REIMAGINED

ACKNOWLEDGMENTS

While this list is extensive, it is not exhaustive. The Jackson County Community Long-Term Recovery Group thanks everyone who championed the Rogue Reimagined process and supported efforts in ways big and small.

To the community at large, ongoing gratitude to everyone who stepped up in ways unimaginable. We may never know the full impact of our efforts, but each of you are making this community a better place for all.

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Jackson County Community Long-Term Recovery Group

PLANNING CONSULTANT WORKING IN SUPPORT OF THE COMMUNITY-LED PROCESS
Urban Design Associates (UDA)

COMMUNITY ENGAGEMENT CONSULTANT
Firebrand Resiliency Collective

MAJOR FUNDING MADE POSSIBLE BY
American Red Cross

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Ford Family Foundation
Oregon Community Foundation
Pacific Power

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Community Partners
AARP Oregon
Coalición Fortaleza
Firebrand Resiliency Collective
Humane Leadership Institute
Rogue Action Center
Rogue Food Unites
Rogue Valley Community Organizations Active in Disaster
Rogue Valley Council of Governments, Senior and Disability Services
Rogue Valley Transportation District
SOREDI
Talent Business Alliance
United Way of Jackson County

Jurisdictions
City of Phoenix
City of Shady Cove
City of Talent
Jackson County

Public Agencies
Housing Authority of Jackson County
Oregon Department of Emergency Management
Oregon Housing and Community Services

Schools and Youth
Phoenix-Talent School District

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EXECUTIVE SUMMARY

Forever changed by the Almeda and South Obenchain Fires, the Rogue Valley has worked tirelessly to recover and rebuild. Priorities have shifted from immediate needs to long-term visions to reimagine a resilient community.

On September 8, 2020, a particularly dry, hot, and windy day, the Almeda and South Obenchain Fires swept through the Rogue Valley. The area of impact was vast, including the Cities of Phoenix, Talent, and Shady Cove, as well as other unincorporated regions of Jackson County. The Almeda Fire now numbers among the most destructive wildfires in Southern Oregon's history; three years after that fateful day, remnants of this massive scale of destruction are still evident.

But the communities of the Rogue Valley united in the face of this tragedy. Despite the challenges presented by the scale of the disaster and the limitations established by the COVID-19 Pandemic, countless friends, family, neighbors, organizations, and first responders were there to support survivors. They continue to support each other throughout the laborious process of recovery. Amongst the ashes, compassion and collaboration prevailed.

In the three years since the fires, the Rogue Valley communities have made tremendous strides in rebuilding. Residents are returning, businesses are reopening, community anchors are being repaired, and much more. These incredible accomplishments are thanks to the extraordinary actions of community leaders, local for-profit and non-profit organizations, state and federal partners, and individual residents.

But challenges remain. Recovery is not a quick, one-size-fits-all process, especially at this incredible scale that crosses jurisdictional boundaries and impacts so many.

As the Rogue Valley heals, it is imperative to also consider an uncertain future. Southern Oregon's fire season gets longer and more dangerous with the changing climate. Forced to adapt, Rogue Valley communities are learning how to protect themselves and bounce back after tragedy.

The evolution of the Rogue Valley since the 2020 fires represents a changed landscape from which new recovery priorities have emerged. Rogue Reimagined is the community-led planning process that is intended to provide actionable, implementable projects that will help with the recovery, rebuilding, and reimagining of a resilient Rogue Valley and carry momentum of past recovery efforts forward into the future. This Regional Long-Term Recovery Plan (R-LTRP) is the culmination of this effort.

United in tragedy, the Rogue Valley can collaborate to build back safer and stronger.

This plan is divided into the following chapters: Introduction, Recovery Projects, Parallel Initiatives, and Appendix.

Introduction
This chapter includes an overview of the disaster, details of recovery per impacted jurisdiction, and a detailed description of the community engagement process. Feedback from residents, stakeholders, and community leaders helped inform the creation of Recovery Projects.

Recovery Projects
Recovery Projects form the overall conceptual community vision, acting as building blocks for recovery. They are organized into 3 categories:

- Post-Fire Recovery;
- Long-Term Adaptation; and
- Regional Resiliency.

This chapter also includes a description of what defines a Recovery Project: priority level, project description, leads or conveners, supporting partners, action steps, relevancy to each jurisdiction, etc.

Parallel Initiatives
There are countless organizations aligned with this planning effort that have worked tirelessly to return life to the Rogue Valley. These remarkably robust efforts are recorded and celebrated in this chapter as proof of the immense scale of work done by the community.

Appendix
The appendix includes summaries of the results of the engagement process and other resources.

Introduction

OVERVIEW

On the morning of September 8, 2020, Oregon's Rogue Valley faced a catastrophic day as dry fuel, high temperatures, and historically high winds drove a grass fire. Igniting near a water treatment plant on Almeda Drive at the edge of Ashland, embers quickly spread north through the valley's Bear Creek Greenway, creating spot fires that eventually destroyed homes and businesses in the small cities of Phoenix and Talent and portions of unincorporated Jackson County. The fire stretched just over eight miles, subsiding just south of the city of Medford around midnight. The Almeda Fire—named after the street where it began—was the one of the most destructive wildfires in Oregon's history, destroying more than 2,600 homes, displacing more than 6,800 residents, and claiming three lives.

Southern Oregon is no stranger to wildfire risk. But unlike other fire-prone areas in the state, the Rogue Valley's climate is relatively dry and can experience especially hot and sunny weather in the summers. The increasing frequency of extreme weather events has proven to be a challenge in this region, exacerbating and elongating the fire season. On the day of the Almeda Fire, other wildfires in Oregon and nearby in northern California made emergency response resources scarce. Only about 50 firefighters and other emergency personnel were available to fight the blaze, describing it as the strongest they had ever seen. Their efforts were beyond heroic.

The areas hardest hit by the Almeda Fire were mostly located along the Bear Creek Greenway, a twenty-mile-long trail that follows Bear Creek from Ashland through Talent, Phoenix, and Medford, to Central Point. Unfortunately, this long and narrow landscaped park paired with the weather conditions on the day of the fire turned the greenway into a tinderbox. The Almeda Fire followed the greenway from Ashland to the southern end of Medford, paralleling the I-5 corridor that is also one of the region's primary evacuation routes.

In Talent and Phoenix, the majority of properties abutting the Bear Creek Greenway represented some of the most affordable housing stock in the area. Multiple community-owned RV parks, twenty-one manufactured home parks, and senior housing neighborhoods were lost in the blaze. This displaced many of the region's already disenfranchised, under-served, and vulnerable populations, including those of lower socioeconomic backgrounds, Spanish-speaking migrants, and seniors.

Eighteen miles northeast of the Almeda Fire, on the same day, another wildfire broke out near the city of Eagle Point, forcing evacuations in Shady Cove. The South Obenchain Fire burned through 33,000 acres of land and 90 structures. The fire was only 95% contained on September 30, 2020, over three weeks later.

As if the blazes themselves weren't challenging enough, the Almeda and South Obenchain Fires struck at the height of the COVID-19 Pandemic. As displaced survivors sought shelter, overcrowding in existing shelters became a problem. On the first night of the fires, shelters were able to accommodate just 80 people, far below the

Bear Creek Greenway replanting began a few months post-fire.

Volunteers distribute food post-fire and through the pandemic.

Aerial image showing homes in Phoenix lost in the Almeda Fire in September 2020.

needs of the first night and beyond. Survivors were asked to sleep in their cars or stay with friends and family members in unaffected areas, increasing the likelihood of COVID-19 spikes, especially among those unable to work from home or otherwise isolate.

Recovery efforts began even as the fires continued to rage. Countless first responders and volunteers offered food, shelter, and support to survivors. Even locating survivors was a challenge, with administrators at the Phoenix-Talent School District making use of the recent school registration lists to personally call every family to confirm their whereabouts and provide support. There are endless stories that survivors have shared about the selflessness of neighbors that emerged out of that tragic day onward.

In the time since the fires, residents of the Rogue Valley have faced innumerable challenges, but the community support felt in the immediate aftermath of the fires has helped the scars begin to heal. The slow process of recovering and rebuilding has been met with enthusiasm and a spirit of collaboration between jurisdictions, local organizations and businesses, and neighbors. The incredible progress made by the Rogue Valley community is evident throughout Jackson County and will undoubtedly continue into a brighter, more resilient future.
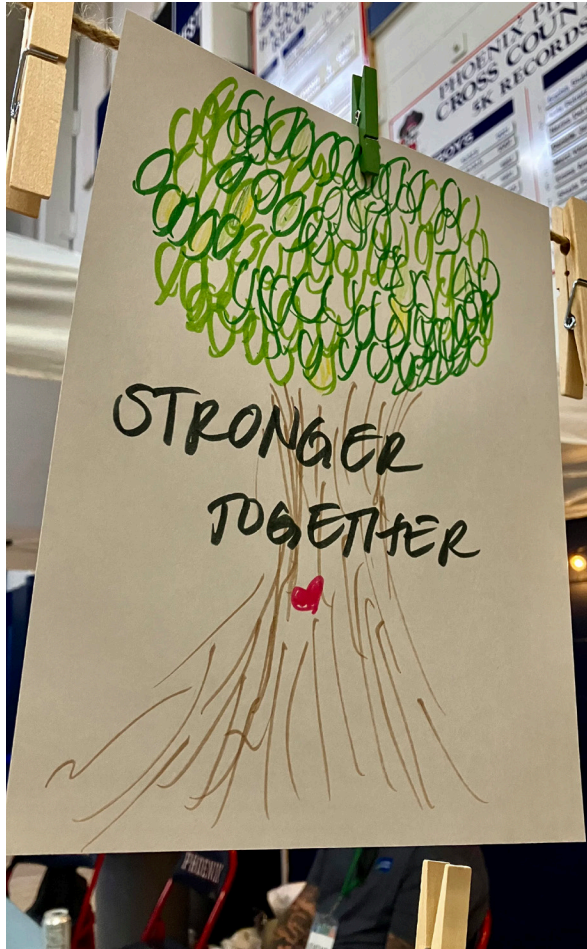
ABOUT THE PLAN

Stakeholder artwork on anniversary of the fire.

This Regional Long-Term Recovery Plan (R-LTRP) is a comprehensive document intended to unite recovery resources with remaining unmet needs following the 2020 Almeda and South Obenchain Fires and help impacted communities build resiliency against future disasters. Rogue Reimagined, the name for this effort, is intended to be a collaborative recovery planning process guided by the community.

The goals of the R-LTRP are as follows:

1. Measure the progress of the recovery;
2. Identify projects to sustain the recovery progress and address unmet needs;
3. Consolidate findings into a user-friendly document to share with the public;
4. Educate residents and stakeholders about these processes; and
5. Amplify grant writing success.

Following significant disaster events, the Federal Emergency Management Agency (FEMA) uses its long-term community recovery assessment tool to analyze needs and determine short- and long-term goals for recovery, rebuilding, and resilience. This document follows FEMA's framework for recovery, guided by the community's vision for a reimagined Rogue Valley.

This R-LTRP is unique because it is multi-jurisdictional in nature. The Almeda and South Obenchain Fires spanned a staggering distance through Jackson County and numbered amongst the most destructive wildfires in Oregon's history. In the spirit of collaboration, this document was crafted in direct consultation with the jurisdictions of:

- City of Phoenix;
- City of Shady Cove;
- City of Talent; and
- Jackson County.

Many of the recommendations are applicable to all jurisdictions within Jackson County.

The scale of this disaster and its crossing of jurisdictional boundaries creates complexities for approvals, funding, implementation, and more. This R-LTRP was designed to accommodate these complexities and nuances, uniting all impacted jurisdictions in pursuit of recovery.

Additionally, the timing of the creation of this document comes nearly three years after the fires. Therefore, the Recovery Projects are generally focused on remaining needs, rebuilding, and long-term resiliency as opposed to immediate recovery.

This R-LTRP is championed by the Jackson County Community Long-Term Recovery Group (JCC LTRG), which was formed in the wake of the wildfires and is supported by their convening partners. These partners are all members of the project steering committee. The goal of the JCC LTRG is to secure and unite recovery resources with the community need in order to ensure that even the most vulnerable survivors in the community recover from the disaster.

The process of recovery begins and ends at the local level. But when the impacted area spans multiple jurisdictional boundaries, the approach to Recovery Projects must remain flexible. The Recovery Projects in this R-LTRP have varying relevancy to individual jurisdictions, so each project identifies specific implementation notes for jurisdictions to follow. Potential resources for funding, organizational assistance, and more are also listed in the project breakdown. The JCC LTRG will work with Recovery Project leads/conveners to keep the community updated, maintain attention and focus on remaining recovery needs, and help secure resources necessary to fully recover from the Almeda and South Obenchain Fires.

This R-LTRP is funded by:

- American Red Cross; and
- Business Oregon.

As prescribed by the National Voluntary Organizations Active in Disasters, Rogue Reimagined is guided by a steering committee that met regularly to receive updates and provide guidance. The committee is made up of community members and representatives from faith-based, non-profit, government, business, and other organizations, including:

- Alex Campbell, Oregon Housing and Community Services
- Amanda Fox, Oregon Department of Emergency Management
- Amber Ferguson, Rogue Food Unites
- Ana Byers, City of Talent
- Beth Otto, FEMA
- Carmel Perez-Snyder, AARP Oregon
- Caryn Wheeler Clay, JCC LTRG
- Celines Garcia, Coalición Fortaleza
- Colleen Padilla, SOREDI
- Dalia Silva-Moore, United Way of Jackson County
- Darby Ayers-Flood, Talent Business Alliance
- Delaney Huerta, Jackson County
- Don Bruland, Rebuild for Rogue Valley

- Edem Gomez, RVTD
- Elib Crist-Dwyer, Rogue Action Center
- Holly Powers, Jackson County
- Jan Taylor, Rogue Valley Community Organizations Active in Disaster
- Joe Slaughter, City of Phoenix
- Jordan Bruyn, Rogue Action Center
- Karen Chase, Energy Trust of Oregon
- Katie Merola, RVCOG Senior and Disability Services
- Marta Tarantsey, Business Oregon
- Matthew Havniear, JCC LTRG
- Nicole Greider, City of Talent
- Representative Pam Marsh, State Representative District 5
- Rosario Medina, Phoenix-Talent School District
- Ryan Haynes, Housing Authority of Jackson County
- Silvia Ceron, ODHS Office of Resiliency and Emergency Management
- Stephen Sloan, Humane Leadership Institute
- Terrill Roper, SOREDI
- Tom Corrigan, City of Shady Cove
- Tucker Teutsch, Firebrand Resiliency Collective.

RECOVERY PROGRESS

On the day of the Almeda and South Obenchain Fires, the preexisting deficit of 7,500 housing units grew to 10,000 units, per data collected by the Housing Authority of Jackson County (HAJC), Oregon Housing and Community Services (OHCS), and the United States Department of Housing and Urban Development (HUD). But the progress realized in the aftermath of the fires has been unusually fast. New single-family home construction has led the way, outpacing the replacement of units in manufactured home parks and new commercial space. This is an incredible feat that can be attributed to a quick, coordinated response and an influx of both federal and state financial assistance. At the time of publication, three years after the wildfires, there are plenty of success stories to be celebrated.

Each jurisdiction has kept records of their progress and remaining needs. The information presented on the following pages was self-reported by each jurisdiction approximately 30 months after the September 2020 wildfires.

Homes under construction.

Painted signs hang on the fence outside of a current transitional housing site slated for future redevelopment.

CITY OF PHOENIX

A Note on Progress from the City

Phoenix's community is quickly recovering from the devastation of the Almeda Fire. Since the 2020 fires, the city has been focused on rapidly recovering lost housing by leveraging support from state and federal government partners. Planning and staff capacity has also been focused on more long-term needs, including the implementation of key facility and infrastructure improvements that support transformational growth and development into the future. In this vein, the City of Phoenix annexed much of the fire-impacted area north of the pre-fire city limits, creating a more unified recovery process across the Almeda Fire burn scar.

Through the efforts of elected officials, staff, and the community, Phoenix is poised to emerge from the ashes as a stronger, more vibrant community. Phoenix will use this R-LTRP as a roadmap through its continued recovery process as they continue to encourage housing development, support existing businesses, welcome new businesses, and ensure that the community is better prepared for future disasters.

Phoenix Rising, September 2022.

The table on the following page provides summarized statistics of Phoenix's rebuilding following the Almeda Fire. Jackson County's GIS consultant worked to clearly define the metrics of rebuilding for a county-wide dashboard, from which this information was recorded.

For the Rebuild Activity dashboard, damage assessment was used as the base data, with only major damage and destroyed structures evaluated. Structure types were assigned to each damage assessment to identify primary and secondary commercial and residential structures (manufactured, single family, multi-family, etc.). Building permit data and imagery is then used to determine a structure's rebuild status, as opposed to solely using a Certificate of Occupancy. Here, a structure is defined as rebuilt if it is being used for its intended, rebuilt purpose as determined by permits, aerials, and county staff input. There is also a feedback mechanism in the dashboard where owners can submit corrections.

Summary of Phoenix Almeda Fire Rebuild Activity

	PRIMARY SINGLE FAMILY RESIDENCES *Primary Single Family Residences includes structures zoned as single family, duplexes, and accessory dwelling units*	PRIMARY MULTI-FAMILY RESIDENCES *Primary Multi-Family Residences includes units in fourplexes and above*	PRIMARY MANUFACTURED HOME RESIDENCES *Primary Manufactured Home Residences includes main home structures*	TOTAL PRIMARY RESIDENTIAL STRUCTURES *Combines all Primary Residential Structures*		PRIMARY COMMERCIAL STRUCTURES *Primary Commercial Structures includes structures associated with core business functions*	
Structures Destroyed or With Major Damage *Structures Destroyed or With Major Damage refers to the total number of primary structures considered destroyed or with significant damage necessitating rebuilding*	142	55	315	**512**	**100%**	27	100%
Structures Recovered or Permitted *Structures Recovered or Permitted refers to recovered structures that have finalized structural building permits, certificates of occupancy, or have been confirmed complete by staff or the property owner; permitted structures have a structural permit related to the recovery of the main building and can include mobile home or RV parks that have a park site plan underway or are currently being used as FEMA temporary housing*	109	54	60	**223**	**44%**	8	30%
Structural Permits in Progress *Structural Permits in Progress refers to the structures that are not yet recovered but have active structural building permits*	17	1	26	**44**	**9%**	1	4%

Results as of September 2023

Notable Projects/Efforts

- Expanded Urban Growth Boundary (UGB) to include all of PH3 and much of PH5

- Built new water storage reservoir and pipeline to facilitate Charlotte Ann Water District (CAWD) dissolution

- Relocated CAWD water system infrastructure as required for Oregon Department of Transportation (ODOT) Hwy 99 project

- Coordinated with CAWD and Medford Water Commission to adopt an area water service and dissolution agreement to help facilitate a vote on CAWD dissolution

- Coordinated CAWD dissolution and transition with CAWD and Medford Water Commission after vote to dissolve

- Annexed PH3 and PH5

- Updated the Parks Master Plan to include PH3 and PH5

- Coordinated infrastructure development in PH5 and Medford MD5 with City of Medford, property owners, and service providers

- Worked with property owners and state representatives to secure funding for infrastructure into southwest portion of PH5

- Developed a joint city administration, police station, and fire station facility

- Secured funding for the new Government and Public Safety Center (GaPSC)

Puck's Donuts, rebuilt in January 2023.

- Designed and constructed the new GaPSC

- Partnered with Phoodery developers to bring catalyst development into downtown through Phoenix Urban Renewal Agency (PHURA)

- Purchased properties on the west side of Main Street, north of 1st Street and south of 2nd Street (Heart of Phoenix site) to be used as a project staging area for GaPSC construction, for shared parking lot construction away from Main Street, and for multi-story building development site along Main Street

- Developed the Downtown Phoenix Economic Revitalization Project (DPERP) to provide shared public parking and stormwater management facilities to aid the development/redevelopment of commercial structures downtown

- Leveraged DPERP improvements to attract development to the Heart of Phoenix site and the Bear Creek Drive site, both owned by PHURA

- Worked with Talent-Ashland-Phoenix (TAP) partners to develop a redundant supply of water to Phoenix from Ashland

- Replaced Blue Heron Park playground lost in Almeda fire through FEMA and enhanced the area around the playground (shade structure, trees, benches, water fountain, etc.) with private and corporate donations, grants, etc.

- Transitioned to the state ePermitting system for building permits for ease of access and to reduce/eliminate loss of service due to COVID-19 restrictions

City of Phoenix

Government and Public Safety Center illustration, courtesy City of Phoenix.

- Digitized all historical maps, planning, and property data
- Developed city GIS to provide an improved remote customer interface and access to property information
- Hired additional staff in the Community and Economic Development department for increased permit activity, long-range planning, and project development and management
- Amended Phoenix Land Development Code to remove barriers to redevelopment and allowed for residential development in C-H zone

- Participated in redevelopment planning efforts including the development of the R-LTRP, the Envision Bear Creek project, and the Hwy 99/ Bear Creek Corridor Visioning & Strategic Planning project
- Updated floodplain development regulations to better align with FEMA standards
- Advocated for continued funding from the state legislature for additional staff in the Community & Economic Development Department

- Coordinated project invoices and reimbursements for all grant-funded activities. The city had secured more than $28 million in State and Federal grant assistance for a multitude of fire Recovery Projects in the past three years. Funding for the DPERP and PH5 infrastructure could add another $10 million.

Major Grant Awards

- $250,000 provided through Oregon Department of Administrative Services for immediate fire recovery needs not otherwise funded

- $25,000 from Rogue Credit Union for preliminary design of the Phoenix Government and Public Safety Center (GaPSC)

- $13,600,000 provided through Oregon House Bill 5006 for construction of the GaPSC

- $518,860 from State of Oregon for Wildfire Distribution (intended to offset lost property tax revenue from the fire)

- $250,000 from Rogue Valley Metropolitan Organization for transportation system repairs/enhancements

- $677,755 provided through Oregon House Bill 5006 for additional Building and Planning staff

- $5,000,000 provided through Oregon House Bill 5006 for the dissolution of the Charlotte Anne Water District (funds used to construct water reservoir and transmission line)

- $843,154 provided through the Municipal Wildfire Assistance Program (MWAP) for additional staff capacity

- $75,000 provided through Business Oregon Water/Wastewater Fund grant for Hwy 99 waterline relocation

- $2,534,000 provided through Oregon House Bill 5202 for the GaPSC

- $895,000 received from FEMA Public Assistance to replace damaged city infrastructure and property

- $75,000 in private and corporate donations for reconstruction of Blue Heron Park

- $319,322 received from FEMA for alternate project (generator) to replace destroyed portion of the fire station

- $247,600 from Oregon State Fire Marshal for hazard fuel reduction project and equipment

- $4,500,000 provided through Oregon Senate Bill 5506 to develop infrastructure into the South Valley Employment Center (economic development/recovery)

Other Grant Awards Coordinated with Phoenix

- $28,800,000 of Local Innovation Fast Track (LIFT) funds provided to two affordable housing projects in Phoenix

- $3,200,000 provided through Oregon House Bill 5006 to City of Ashland for Talent-Ashland-Phoenix (TAP) water system improvements.

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CITY OF TALENT

A Note on Progress from the City

In the aftermath of the 2020 Almeda Fire, the City of Talent embarked on a determined path of recovery and rebuilding. The community's resilience shines through as the city has made significant progress over the past three years. Initially, the focus was on resurrecting residential areas, with affordable housing developments following suit thanks to vital grants from state and federal agencies. Although the restoration of the economic base faced its challenges, particularly in commercial development, the city's Community Development department is now witnessing a growing number of commercial projects and buildings emerging at City Hall.

The table on the following page provides summarized statistics of Talent's rebuilding following the Almeda Fire. Jackson County's GIS consultant worked to clearly define the metrics of rebuilding for a county-wide dashboard, from which this information was recorded.

For the Rebuild Activity dashboard, damage assessment was used as the base data, with only major damage and destroyed structures evaluated. Structure types were assigned to

City of Talent signage.

each damage assessment to identify primary and secondary commercial and residential structures (manufactured, single family, multi-family, etc.). Building permit data and imagery is then used to determine a structure's rebuild status, as opposed to solely using a Certificate of Occupancy. Here, a structure is defined as rebuilt if it is being used for its intended, rebuilt purpose as determined by permits, aerials, and county staff input. There is also a feedback mechanism in the dashboard where owners can submit corrections.

Summary of Talent Almeda Fire Rebuild Activity

	PRIMARY SINGLE FAMILY RESIDENCES	PRIMARY MULTI-FAMILY RESIDENCES	PRIMARY MANUFACTURED HOME RESIDENCES	TOTAL PRIMARY RESIDENTIAL STRUCTURES		PRIMARY COMMERCIAL STRUCTURES	
	Primary Single Family Residences includes structures zoned as single family, duplexes, and accessory dwelling units	*Primary Multi-Family Residences includes units in fourplexes and above*	*Primary Manufactured Home Residences includes main home structures*	*Combines all Primary Residential Structures*		*Primary Commercial Structures includes structures associated with core business functions*	
Structures Destroyed or With Major Damage *Structures Destroyed or With Major Damage refers to the total number of primary structures considered destroyed or with significant damage necessitating rebuilding*	335	49	276	**660**	**100%**	53	100%
Structures Recovered or Permitted *Structures Recovered or Permitted refers to recovered structures that have finalized structural building permits, certificates of occupancy, or have been confirmed complete by staff or the property owner; permitted structures have a structural permit related to the recovery of the main building and can include mobile home or RV parks that have a park site plan underway or are currently being used as FEMA temporary housing*	215	23	52	**290**	**44%**	15	28%
Structural Permits in Progress *Structural Permits in Progress refers to the structures that are not yet recovered but have active structural building permits*	34	8	142	**184**	**28%**	15	28%

Results as of September 2023

AGE+ Talent Senior Apartments under construction.

Talent Harvest Festival 2022.

Notable Projects/Efforts

- Rebuilt about 75% of housing lost in the fires, at higher densities
- Rebuilt two affordable housing complexes. CASA helped to create a third affordable housing option at Talent Mobile Estates
- AGE+ is working to build 22 units of senior affordable housing
- Climate Friendly Area program which will increase density and promote live-work environments to reduce climate impacts of transportation use
- Transportation Growth Management (TGM) promoting pedestrian-friendly, walkable areas along Highway 99

- Fully recovered the wildfire-impacted Talent-Ashland-Phoenix (TAP) waterline infrastructure
- Rebuilding commercial at Clearview
- Rebuilding Goodnight Inn as mixed-use commercial with 12 residential units
- Rebuilding affordable housing, including Renaissance Flats (72-unit affordable housing) opening Fall 2023
- Rebuilding Malmgren Garage
- Rebuilding Talent Maker City at new location on Talent Avenue
- Beginning to update zoning code post-fire
- Continuing work on Title 17 Subdivision
- Reinstated Architectural Review Committee for Talent's Old Town Design District.

Major Grant Awards

- American Recovery Plan Act
- Municipal Wildfire Assistance Program (MWAP)
- T-Mobile Hometown Grant
- Oregon Watershed Enhancement Board
- Federal Emergency Management Agency (FEMA) Public Assistance Reimbursement
- Coronavirus Relief Funds
- Ford Foundation

Clear View Drive commercial properties under construction.

Talent City Hall building in downtown Talent.

Goodnight Inn under construction.

JACKSON COUNTY

A Note on Progress from the County

Jackson County has been highly involved in the process of recovery in the aftermath of the Almeda and South Obenchain Fires of 2020.

Principally, the county has worked with a Geographical Information Systems (GIS) consultant using the Development Services' budget to develop a new dashboard that is consistent on datasets, formatting, and software to provide rebuild numbers that are accurate. This project is funded directly by Jackson County as a tool for all impacted jurisdictions to reference updated, accurate data for all interested parties, including other agencies, the media, or the public.

The table on the following page provides summarized statistics of Jackson County's rebuilding following the Almeda Fire. Jackson County's GIS consultant worked to clearly define the metrics of rebuilding for a county-wide dashboard, from which this information was recorded.

The natural landscapes in unincorporated Jackson County are some of the region's greatest assets.

For the Rebuild Activity dashboard, damage assessment was used as the base data, with only major damage and destroyed structures evaluated. Structure types were assigned to each damage assessment to identify primary and secondary commercial and residential structures (manufactured, single family, multi-family, etc.). Building permit data and imagery is then used to determine a structure's rebuild status, as opposed to solely using a Certificate of Occupancy. Here, a structure is defined as rebuilt if it is being used for its intended, rebuilt purpose as determined by permits, aerials, and county staff input. There is also a feedback mechanism in the dashboard where owners can submit corrections.

Summary of Unincorporated Areas of Jackson County Almeda + South Obenchain Fire Rebuild Activity

	PRIMARY SINGLE FAMILY RESIDENCES	PRIMARY MULTI-FAMILY RESIDENCES	PRIMARY MANUFACTURED HOME RESIDENCES	TOTAL PRIMARY RESIDENTIAL STRUCTURES		PRIMARY COMMERCIAL STRUCTURES	
	Primary Single Family Residences includes structures zoned as single family, duplexes, and accessory dwelling units	*Primary Multi-Family Residences includes units in fourplexes and above*	*Primary Manufactured Home Residences includes main home structures*	*Combines all Primary Residential Structures*		*Primary Commercial Structures includes structures associated with core business functions*	
Structures Destroyed or With Major Damage *Structures Destroyed or With Major Damage refers to the total number of primary structures considered destroyed or with significant damage necessitating rebuilding*	134	40	934	**1,108**	**100%**	46	100%
Structures Recovered or Permitted *Structures Recovered or Permitted refers to recovered structures that have finalized structural building permits, certificates of occupancy, or have been confirmed complete by staff or the property owner; permitted structures have a structural permit related to the recovery of the main building and can include mobile home or RV parks that have a park site plan underway or are currently being used as FEMA temporary housing*	73	40	169	**282**	**25%**	14	30%
Structural Permits in Progress *Structural Permits in Progress refers to the structures that are not yet recovered but have active structural building permits*	14	0	412	**426**	**38%**	5	11%

Results as of September 2023

Notable Projects/Efforts

- $450,000 allocated by the Board of Commissioners (BOC) towards fuel reduction efforts along the Bear Creek Greenway in 2023. Funds were utilized to aggressively control blackberries and other invasive species on county-owned lands, in coordination with other jurisdictions. Additionally, funds were allocated to brush removal projects in order to thin the understory in areas that traditionally have experienced wildfires and/or are close to urban interfaces. Since work has commenced, these efforts have been identified as successful by Fire District 3 at keeping subsequent fires at a small acreage and manageable during extreme fire conditions. Funds have been spent on partnership projects with the Oregon Department of Forestry (ODF), private contract work, and through invasive species control agreements with Rogue Valley Council of Governments (RVCOG)

- $300,000 allocated by the BOC to develop the Envision Bear Creek planning project. The County BOC collaborated with partners from Ashland, Talent, Phoenix, Medford, and Central Point, and Oregon Department of Transportation (ODOT) on the initial phases. The comprehensive plan addresses management of the Bear Creek corridor, including the recreational and transportation features, as well as the riparian corridor and natural areas. The goal is to develop

Ryan's Outpost is one of many businesses in Jackson County's unincorporated areas.

a preferred model for multi-jurisdictional management of the corridor. The project is well underway and anticipated to be completed in late 2023

- Partnered with the Freshwater Trust for riparian restoration in several areas within the Almeda Fire burn scar. These projects will provide shade for Bear Creek to assist in cooling of the creek for aquatic wildlife purposes, as well as provide structure and support to the riparian upland areas to provide structure during future flood events to minimize erosion, channel migration and damage to downstream properties

- Banned all off-pavement use of the greenway on county-owned lands during ODF-declared Fire Season since 2020. This approach allows use of the paved path for recreational and transportation purposes, while significantly reducing fire risk in the riparian corridor

- Participated in the Fire Hardening grant program which provides grant money for fire survivors and those in the burn scar with funding to fire-harden their homes and businesses. Approximately $1.6 million has been provided to area survivors to date

- Established the Wildfire Resiliency Permit Center which is dedicated to fire survivors in Jackson County's unincorporated areas to expedite the permit process for rebuilding structures. It also acts as a resource center to

New Harley-Davidson Building, a completed county construction project.

Jackson County's natural beauty is unparalleled.

provide information on other resources that may be available to fire survivors. Fire-hardening grants are also processed at this center

- Streamlined and helped establish FEMA interim and transitional housing in several parks. These parks and the Temporary Housing Units are now being transitioned into permanent housing for fire survivors

- Completed a damage assessment in 2.5 weeks for 2,811 properties that were used by both FEMA and by insurance agencies which expedited insurance claims for those survivors. This was done not just for Jackson County but for the Cities of Talent and Phoenix and benefited all residents and fire survivors in the Almeda and South Obenchain Fire burn scars

- Established policies and procedures outside of normal processes to allow expedited reviews and approvals for individuals' homes and businesses to ensure those individuals and businesses could start the process of becoming whole again as soon as possible

- Coordinated efforts to move forward with UGB expansions for both the City of Talent and the City of Phoenix. This allowed rezoning possibilities that would not otherwise be present in unincorporated areas. This helps facilitate higher density and multi-family zoning as well as multi-zoned commercial/ residential uses for the rebuilding effort

- Used grant opportunities to develop and allow for electronic plan review and remote inspection capabilities for the building inspection program

- Participated in the redevelopment planning efforts for the Highway 99 and Bear Creek Greenway Corridor Visioning and Strategic Planning and also the Transportation Growth Management Plan

- Advocated for and succeeded in getting continued funding from the State Legislature for additional staffing, continued Wildfire Resiliency Permit Center funding, Grant Writer Services, and the Fire Hardening Grant Program.

Major Grant Awards

- $2,100,000 awarded from Federal Highways Administration (FHWA) for emergency restoration along the Bear Creek Corridor. The project is match at 10.27% with local funds and will be delivered by Oregon Department of Transportation (ODOT)

- $900,000 awarded from the FHWA for invasive species control on public lands in the Almeda and Central Point Fire burn scars. The project is match at 10.27% with local funds and will be delivered by ODOT

- $475,000 awarded by the Oregon State Fire Marshal (OSFM) for fuel reduction in the Almeda Fire burn scar. The project will reduce fuels caused by downed trees and brush , as well as create access lanes/firebreaks for restoration and emergency fire suppression efforts. The project is being managed by the County and will include nearly $250,000 from the cities of Phoenix and Talent to deliver a coordinated project

- Allocated $5.7 million for the Fire Hardening Grant Program to reimburse those wanting to fire harden their homes or businesses. The county administers this program in not just the unincorporated areas of the county but also in Phoenix and Talent

- Allocated $886,000 for the Wildfire Resiliency Permit Center for staffing and operation through the Municipal Wildfire Assistance Program (MWAP)

- Allocated $710,000 from HB 5006 through the Oregon Business Development Department for additional planning and building staff

- Received notification from Oregon Department of Emergency Management (ODEM) that Building Resilient Infrastructure and Communities (BRIC) application was selected for possible funding. FEMA received 803 sub-applications in response to the BRIC/Flood Mitigation Assistance (FMA) 2022 Notice of Funding (NOFO) totaling more than $4.6 billion from 55 states, territories, and the District of Columbia. Through the national competition, FEMA selected 124 competitive projects from 115 communities across all 10 FEMA regions based on the highest composite score until the funding amount available had been reached. A total of 5 BRIC and 4 FMA sub-applications were selected from Oregon to advance in the process, including Jackson County's application.

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REGIONAL PROGRAMS

Community Development Block Grant - Disaster Recovery (CDBG-DR) funding is designed to address community needs that remain after all other assistance has been exhausted. In 2021, the U.S. Department of Housing and Urban Development (HUD) approved $422,286,000 in funding to support the State of Oregon's long-term recovery and mitigation efforts following the 2020 wildfires, including the Almeda and South Obenchain Fires.

This use and distribution of CDBG-DR funding is handled by the Oregon Housing and Community Services Department (OHCS). OHCS has committed to implementing programs that aim to advance equity and racial justice, support under-served communities, and rebuild homes and communities so that they are more resilient to current and future hazards. These programs include:

Housing

- Homeowner Assistance and Reconstruction Program and Accessory Dwelling Unit Pilot Program (HARP)

- Homeownership Opportunities Program (HOP)

Multi-Sector

- Planning, Infrastructure, and Economic Revitalization Program (PIER)

Public Services

- Intermediate Housing Assistance

- Housing and Recovery Services

- Legal Services

Planning and Administration

- Resilience Planning Program

- Administrative Costs

Many of these programs implement a phased approach to applicant processing and program eligibility. Generally, Phase 1 grantees will be limited to individuals and households at or below 80% of the Area Median Income (AMI). In future phases, the State may choose to expand the program to help higher income households if funding is still available.

OHCS's ReOregon Action Plan was approved by HUD on September 30, 2022 and describes how the state intended to spend CDBG-DR funds to support wildfire recovery in eight counties, including Jackson County. The goal of the program is that all fire-impacted individuals and households have equitable access to the resources necessary to be housed safely, sustainably, permanently, affordably, and in their housing of choice. The core elements of the plan include:

- A housing replacement program for homeowners who lost homes in the wildfires, named the HARP

- A new homeownership program for fire survivors who were renters and displaced by the fires (HOP)

- A fund managed by the fire-impacted local jurisdictions, the economic development district, SOREDI, and the JCC LTRG to support local priority projects to build new infrastructure, carry out mitigation activities to prepare for future disasters, or support economic revitalization under PIER.

REOREGON PROGRAM ALLOCATION		
Program	**$ Statewide Allocation for 8 Counties**	**% of Total**
Housing	**$344,019,379**	**81.5%**
Homeowner Assistance and Reconstruction Program and Accessory Dwelling Unit Pilot Program (HARP)	$204,597,567	48.5%
Homeownership Opportunities Program (HOP)	$119,348,581	28.3%
Intermediate Housing Assistance	$20,073,231	4.8%
Multi-Sector	**$42,117,170**	**10.0%**
Planning, Infrastructure, and Economic Revitalization Program (PIER)	$42,117,170*	10.0%
Public Services	**$12,035,151**	**2.9%**
Housing and Recovery Services	$6,017,576	1.4%
Legal Services	$6,017,575	1.4%
Planning	**$3,000,000**	**0.7%**
Resilience Planning Program	$3,000,000	0.7%
Administration	**$21,114,300**	**5%**
Total	**$422,286,000**	

* $13,894,000 allocation for Jackson County

COMMUNITY ENGAGEMENT

In the time since the 2020 wildfires, considerable progress has been made by various organizations and jurisdictions; however, time and resources did not permit the creation of a regional long-term recovery plan. This R-LTRP process began about two years post-fire as a way to create a blueprint for completing community recovery efforts.

Documentation of the engagement process and the responses received from residents can be found in the Appendix under Engagement Summary.

Planning Process
The planning process utilized in developing the R-LTRP included three steps:

Step 1: Listening utilized several strategies for reaching and engaging survivors and stakeholders in a conversation regarding the strengths and opportunities in Jackson County following the fires. The Listening process consisted of interviews with staff and stakeholders, a survey, idea wall, interactive mapping, community meetings, an open house, and more.

Step 2: Exploring Ideas consisted of developing a list of potential Recovery Projects based on community input. Study sessions with the jurisdictions were held to receive comments from elected officials. Virtual and in-person preference polls were held to gather feedback from residents.

Step 3: Deciding is the final step in the planning process. In this step, the R-LTRP is to be reviewed and/or adopted by the jurisdictions.

This R-LTRP captures residents' priorities, ideas, visions, and goals for the future of the communities affected by the Almeda and South Obenchain Fires along with a series of actionable and implementable Recovery Projects which will guide the remaining process of recovering and rebuilding.

UDA presented in both English and Spanish throughout the planning process.

Stakeholder Interviews

In September 2022, an initial series of stakeholder interviews were held. Eighteen stakeholders were engaged, including JCC LTRG members, state and county representatives, and fire survivors, including Zone Captains.

From December 2022 through March 2023, the listening process continued with another round of stakeholder interviews. Over forty stakeholders were engaged individually, including representatives from all affected jurisdictions, the Phoenix-Talent School District, elected officials, and more than a dozen community organizations.

Community Meetings

In February 2023, the engagement team conducted community-wide in-person and virtual meetings to listen to residents.

Public Meeting I (English)

The first Listening meeting was held on February 7, 2023, in the Talent Community Center. A short presentation explained the project intent and was followed by breakout group discussions to share remaining needs and community visions. The meeting was held in English and Spanish interpretation was provided.

Public Meeting I (Spanish)

An all-Spanish Listening meeting was held on February 8, 2023, at Phoenix High School. The same introductory presentation was given in Spanish and breakout group discussions were held in Spanish with English translations available.

Public Meeting II (English)

Another meeting was held in the Shady Cove in the Upper Rogue Community Center on February 9, 2023. The meeting was held in English with Spanish interpretation available.

Public Meeting III (English)

The next public meeting was held on February 15, 2023 virtually via Zoom. A short presentation provided a report-out of feedback received in previous meetings as well as the preliminary results of the community survey. A breakout group discussion followed to discuss the preliminary results, remaining needs, rebuilding priorities, and future visions for the Rogue Valley.
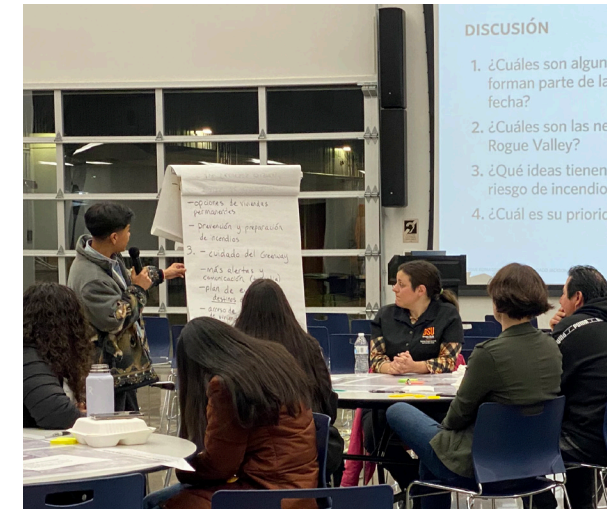
Public Meeting III (Spanish)

Another public meeting was held on February 22, 2023 virtually via Zoom and entirely in Spanish. The same presentation with preliminary survey and meeting feedback results was given, followed by a breakout group discussion that was facilitated in Spanish.

The first open house event gave residents an opportunity to meet with representatives of local organizations involved in recovery.

Public meetings featured a presentation of Rogue Reimagined followed by break-out group discussions.

Conversations focused around immediate recovery, rebuilding progress, and future ideas for regional resiliency during both English and Spanish break-out group discussions at the public meetings.

Open Houses & Event Booths

Open House

A community open house was held on February 9, 2023 in Medford at the Merrick, formerly the Inn at the Commons. The intent of this open house was to provide residents with the opportunity to meet with service providers, who staffed booths with informational resources. Additionally, the presence of a variety of organizations all working towards recovery allowed representatives to learn how their work overlaps, opening doors for future collaboration.

Representatives were present from the following organizations and jurisdictions:

- 1st Phoenix Community Center
- ACCESS Center for Community Resilience
- ACCESS Homeownership
- American Red Cross
- Business Oregon
- City of Phoenix
- City of Talent
- Coalición Fortaleza
- Firebrand Resiliency Collective and the Zone Captains
- Jackson Care Connect
- Jackson County Library Services
- La Clinica
- Oregon Department of Emergency Management
- Oregon Housing and Community Services
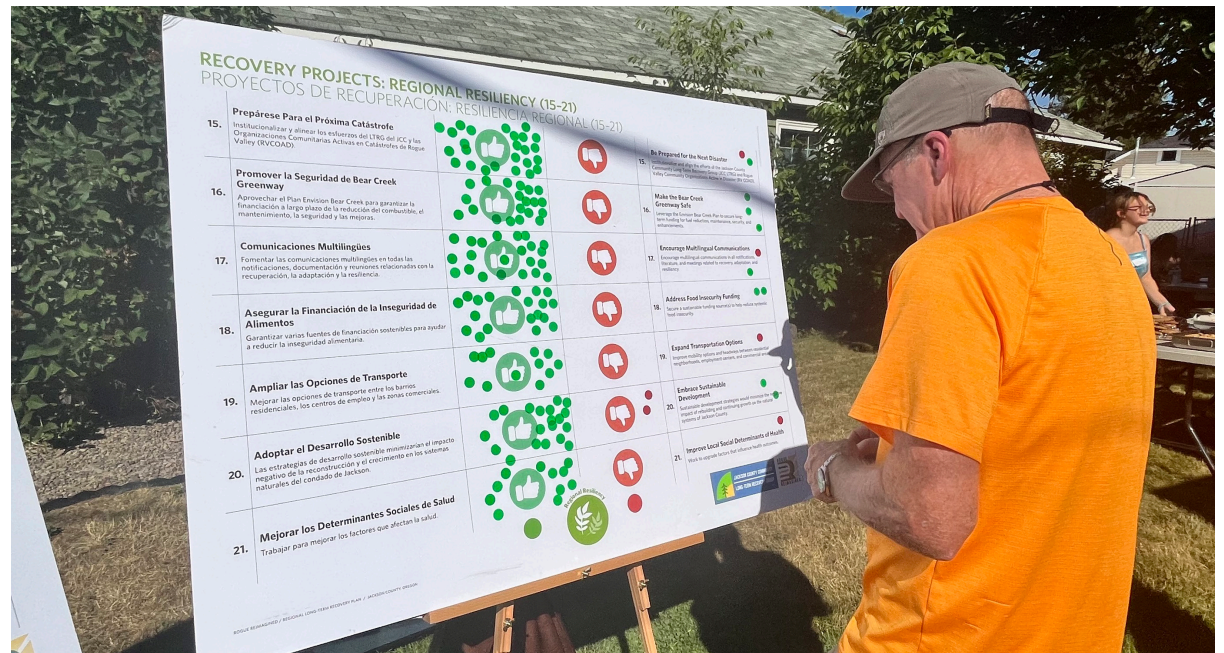
Sharing the preliminary versions of Recovery Projects allowed the community to see and vote on the progress of the document.

- OSU Extension
- Phoenix Chamber of Commerce
- Phoenix-Talent School District
- Rogue Community Health
- Rogue Food Unites
- Rogue Valley Council of Governments, Senior and Disability Services
- Rogue Valley Transportation District
- Rogue Worksource Partnership
- So Health-E
- SOREDI
- Talent Business Alliance

Event Booths

Throughout the spring and summer months of 2023, JCC LTRG attended multiple local events to engage with the community about specific preliminary Recovery Projects. Each potential Recovery Project was detailed on a poster and residents were asked to express their preferences with green and red dot stickers on each project. This exercise allowed residents to provide feedback on their top priorities moving forward, creating another feedback loop for community voices to be heard and helped determine the final list of Recovery Projects.
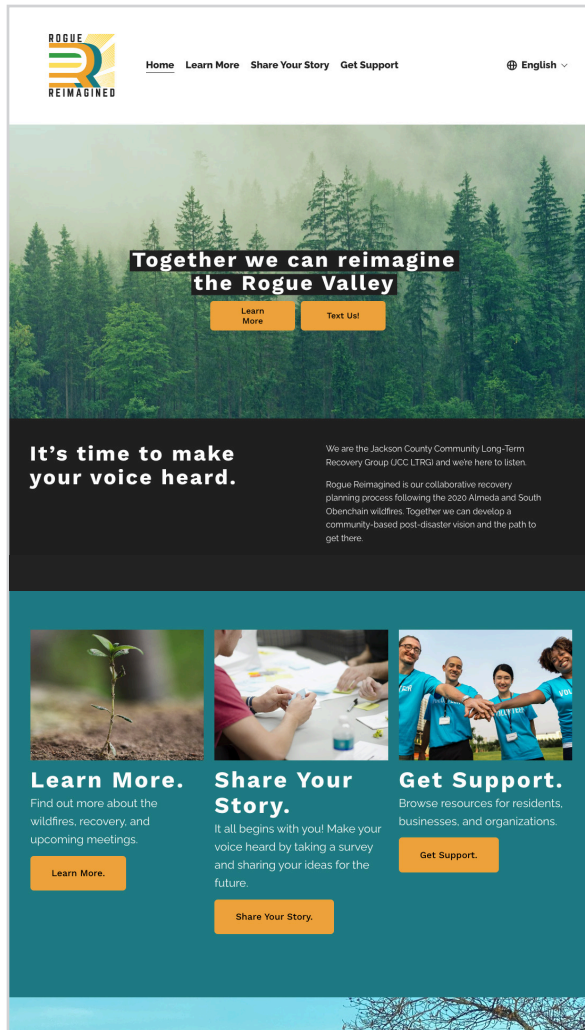
The Rogue Reimagined website hosted all project information and provided guidance towards resources, community engagement tools, the recovery snapshot, and meeting links.

Engagement Tools

Many factors, including the scale of the fire-affected areas, the ongoing COVID-19 Pandemic, and concerns about capturing input from such a large population necessitated an online format for gathering feedback to supplement in-person engagement. A website at *www.RogueReimagined.com* was created to host all project information, including meeting links, engagement tools, and relevant resources. Results and further information about each engagement tool is included in the Appendix under Engagement Summary.

The following engagement tools were created and distributed online and/or in-person to gather community feedback:

Website

Created as a platform to hold all up-to-date information relevant to the Rogue Reimagined project, the website was launched in November 2022. Between its launch and March 2023, the site garnered approximately 7,000 unique visitors.

Recovery Snapshot

Developed using ESRI's StoryMaps tool, the Recovery Snapshot served as an online record of rebuilding progress to date. The interactive mapping tool allowed viewers to see the extent of damage and rebuilt housing. This tool was available in both English and Spanish.

Idea Wall

Developed using Social Pinpoint, the Idea Wall collected resident and stakeholder comments on three topics: Recover, Rebuild, and Reimagine.

Interactive Feedback Map

Developed using Social Pinpoint, the Interactive Feedback Map allowed residents and stakeholders to locate comments on a map regarding ten topics, including: Something I Love, My Bright Idea, Just a Suggestion, Let's Fix This, Affordable Housing, First-Time Home Buyers, Vegetation Management, Mom-and-Pop Retail, Public Transport, and Healthcare.

Community Survey

Released in both print and online form, the community survey was a 5-month effort to gather feedback from the community. Almost 1,200 residents responded to the survey, which covered a variety of topics divided into five categories: Respondent Information, General Recovery, Safety, Housing, and Vitality.

Text Bot Conversation

Developed using Hello Lamp Post, a conversational text bot program was implemented from January to May 2023 and advertised using posters on street furniture to advertise the text bot. Floor stickers, bus stops, and yard signs were all deployed throughout Jackson County to announce this engagement tool.

Polling

Developed using Poll Everywhere, Zoom participants were polled during multiple virtual and in-person public meetings about their opinions on potential Recovery Projects.
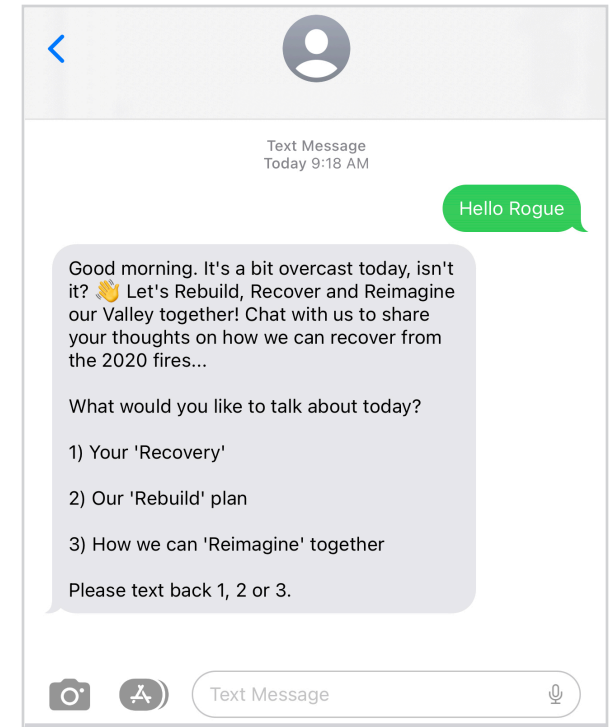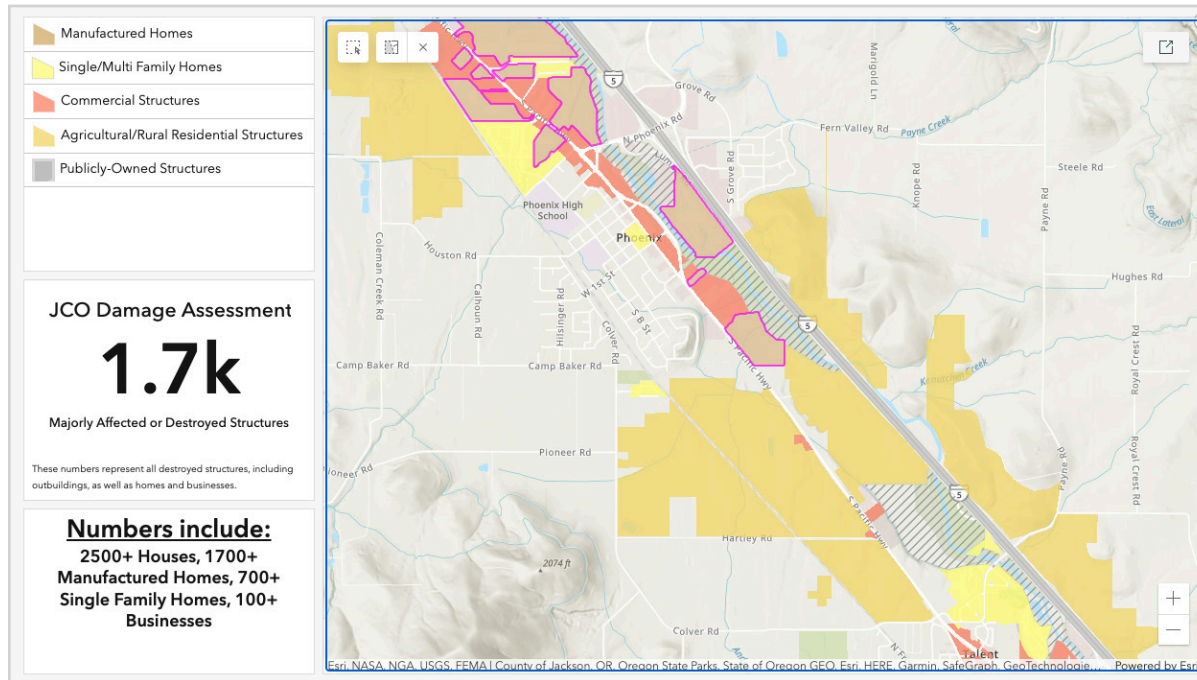
The Recovery Snapshot provided up-to-date information about the rebuilding progress.

Community members had the opportunity to text their thoughts about recovery, rebuilding, and reimagining.

The Idea Wall allowed the community to discuss their priorities moving forward.

Recovery Projects

OVERVIEW OF THE RECOVERY PROJECTS

The R-LTRP is a guide for the community to use throughout the recovery effort, which will undoubtedly be a long-term endeavor. The following pages contain the Recovery Projects that were identified by the residents and partners as necessary for the rebuilding and recovery of the community.

Each of the projects has a project lead and additional project partners where applicable. The project lead acts as a champion for the initiative, charged with the task of seeing the project through implementation and coordinating the necessary partners, funding sources, and action steps required to reach completion.

Projects are tiered in terms of priority, which was determined based on final public feedback and input.

In this document, Recovery Projects are organized based on three categories that are loosely tied to the time period and scale of the projects. A colored circle in the upper right-hand corner of each Recovery Project page identifies which of the three categories the project falls under. The categories are as follows:

- **Post-Fire Recovery (Blue)**
- **Long-Term Adaptation (Teal)**
- **Regional Resiliency (Green)**

The R-LTRP should be viewed as an overall conceptual community vision and blueprint for recovering, rebuilding, and reimagining the Rogue Valley. While the Recovery Projects have all been identified as potential avenues to solve problems, the specifics and designs of each can and will evolve over time. This adaptability is critical to the continued success of recovery.
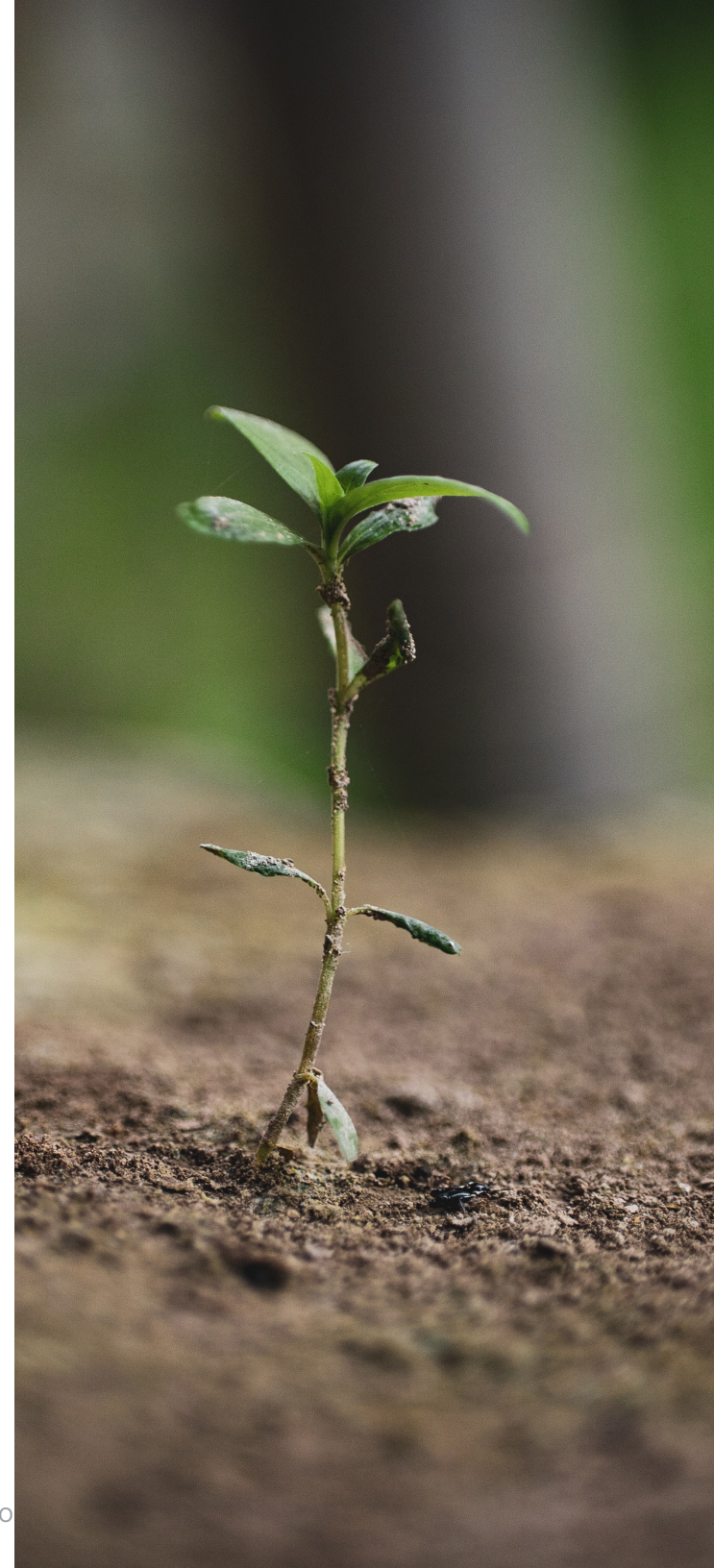
Post-Fire Recovery

This category is largely focused on finding solutions to problems directly caused by the 2020 wildfires. Rebuilding has been underway since that day, but complete recovery is a long-term endeavor. Recommended Recovery Projects include:

1. Focus on Below Market-Rate Ownership Housing
2. Accelerate Development of Affordable Housing
3. Support First-Time Homebuyers
4. Reduce Insurance Premiums
5. Build Back Brick-and-Mortar Businesses
6. Leverage Cities' Ability to Boost Redevelopment
7. Provide for Long-Term Behavioral Health Services

Long-Term Adaptation

This category spotlights the increased risk of wildfire due to climate change and the need to evolve building practices, environmental policies, and human behaviors to adapt to this evolving threat in order to prevent another disaster. Recommended Recovery Projects include:

8. Expand Hazardous Fuels Reduction
9. Improve Fire Safety on Evacuation Routes
10. Strengthen Emergency Notification Systems
11. Encourage Connected Streets
12. Promote Defensible Space Standards
13. Set One Standard for Fire-Resistant Homes
14. Support Fire-Safe Education

Regional Resiliency

This category is concerned with finding ways for the Rogue Valley to bounce back, solving issues that ailed the region even before the fires and directing these visions towards a brighter future. Recommended Recovery Projects include:

15. Be Prepared for the Next Disaster
16. Make the Bear Creek Greenway Safe
17. Provide for Multilingual Communications
18. Address Food Insecurity Funding
19. Expand Transportation Options
20. Embrace Sustainable Development
21. Improve Local Social Determinants of Health

Post-Fire Recovery

FOCUS ON BELOW MARKET-RATE OWNERSHIP HOUSING

Recovery Priority

Tier 1
This is a Tier 1 recovery priority due to the lagging recovery of relatively affordable housing.

Project Description
Support below market rate (BMR) for-sale replacement housing for former and current homeowners who are fire survivors. Before the Almeda Fire, the fire-affected area was filled with relatively affordable housing for working families and residents on fixed incomes. Relatively high stick-built home prices have created hurdles to redeveloping manufactured home parks, inflation, increased material/labor costs, skyrocketing mortgage rates, and other factors.

BMR fire survivor households fall into two categories. The first are those that the U.S. Department of Housing and Urban Development (HUD) defines as low to moderate income – up to 80% of Area Median Income (AMI). The second are households that earn more than the county AMI (80% and up) but still can't afford a market-rate home. This need is often referred to as attainable and workforce housing.

Low- and Moderate-Income (LMI) For Sale Housing
To address the Low- and Moderate-Income (LMI) housing needs related to the Almeda and South Obenchain Fires, the State of Oregon created the Homeowner Assistance and Reconstruction Program (HARP) as part of the ReOregon initiative. Supported by a HUD award through Community Development Block Grant Disaster Recovery (CDBG-DR) funds, this program will begin accepting applications as soon as feasible. HARP will help eligible homeowners impacted by the 2020 fires rebuild, repair, or replace their homes. There is no citizenship or residency status requirement.

To qualify for any phase of HARP in Jackson County, a homeowner's primary residence must have been destroyed or damaged by either the Almeda or South Obenchain Fires. To be eligible for HARP Phase 1, a homeowner must also have a remaining need and qualify as LMI. Oregon Housing and Community Services (OHCS) is the administrator of this program.

HARP Phase 1 is for income-qualified homeowners who haven't been able to re-establish safe, healthy, permanent housing. If sufficient funds remain, OHCS may consider allowing reimbursement requests as part of a later phase for income-qualified homeowners with very high debt burdens due to wildfire recovery costs.

Attainable and Workforce Housing
Per the community survey, residents identified the attainable and workforce housing segments as a top priority (see Survey Results Summary in §Appendix). Although income will disqualify some residents from using HARP funds, a few other potential resources are available. A challenge is minimal housing inventory in the $250,000 to $375,000 range.

Jurisdictions with available land should work with developers on creative ways to bring the price point into this range. Reducing the square footage to approximately 1,000 square feet, increasing density to reduce land cost, and exploring additional manufactured home co-ops are some of the options.

Within Talent and Phoenix, a few newly built homes are being offered within the workforce housing price range, and Habitat for Humanity is also building houses in the county for low-income residents. The JCC LTRG should form a housing task force to work specifically on the issues associated with creating attainable and workforce housing. This would then transition into advocacy with the state for financial support to help qualifying workers purchase a modest home.

Relevance to Phoenix

Phoenix is a built-out city. Most areas of the city that are still recovering from the fire are encumbered by floodplains which makes using HARP funding more difficult, or in some cases, not possible. The city is in the process of annexing Urban Reserve 3 (UR3) and Urban Reserve 5 (UR5). UR3 was also fully developed before the fire and offered minimal opportunities for qualifying infill. UR5 is a greenfield that will be dominated by job-generating commercial development. There is a 30-acre housing area that will eventually be home to approximately 216 new residential units. It is anticipated that there will be a wide range of housing opportunities and choices. However, this site is far from existing roads and utilities, necessitating a major capital investment before it can be developed.

Relevance to Talent

Talent is facilitating increased density and are currently preparing a housing needs analysis that is anticipated to identify the need and opportunities for BMR housing.

Relevance to Jackson County

Limited scattered-site BMR opportunities exist within unincorporated areas of the county. The best locations for BMR housing are in proximity to incorporated areas that offer neighborhood services, supportive services, and transportation options.

Lead or Convener
- Oregon Housing and Community Services (OHCS)

Supporting Partners
- ACCESS
- Community-Based Organizations (CBOs)

Action Steps
- Aggressively promote and fully leverage HARP Phase 1
- Support the creation of HARP Phase 2 to help relieve high debt burden
- Form a housing task force to focus on the creation of attainable and workforce housing
- Advocate with the state for support for attainable and workforce housing
- Look for long-term solutions that don't artificially constrain housing supply and thus inflate housing prices

Cost Estimate (Spent and Projected)
- $100M+

Potential Resources
- ReOregon HARP (CDBG-DR grant funds)
- USDA
  - Direct 502 Loan Program (for lower income households)
  - Guaranteed Loan Program (for higher income households)
- Conventional financing

Return on Investment
Expanding housing opportunities and choices and relieving/avoiding high debt burden.

Timeline
0 to 6 years.

ACCELERATE DEVELOPMENT OF AFFORDABLE HOUSING

Recovery Priority

Tier 1

Given that the preexisting shortage of affordable housing was intensified due to the disaster, this is a Tier 1 Recovery Project.

Project Description

Speed up the creation of affordable housing both within the Almeda Fire footprint and other developed areas of Jackson County. The Almeda Fire amplified the need.

The Housing Authority of Jackson County (HAJC) is the primary developer of affordable housing in Jackson County. Projects are funded by Low-Income Housing Tax Credits (LIHTC). Under the LIHTC, the federal government issues tax credits to state governments, who then distribute the credits to developers of affordable rental housing projects through their state housing agencies. Oregon Housing and Community Services (OHCS) makes just one award a year to Jackson County that typically goes to HAJC or a private, affordable housing developer. These awards allow the construction of approximately 45 to 70 new rental units per year for households making up to 60% of county Area Median Income (AMI). A special LIHTC Disaster Recovery award was made after

the 2020 fires that allowed HAJC to build 196 affordable units in addition to the typical annual allocation. Still, available tax credits have since reverted to the pre-fire level. HAJC typically has a six-year waiting list for many of its properties.

There are two primary hurdles to accelerating the development of affordable units. The first is finding sites close to services and transportation options that will score well on the annual LIHTC application. These sites are typically 3.5–5 acres in city areas along the I-5 corridor. They need to be near public transit (e.g. bus route) to score well on the LIHTC application and shovel-ready when an award is received. Years of advanced preparation

are necessary to complete environmental review and planning approvals. A larger pipeline of possible sites must be identified to allow for more LIHTC awards if they become available. Sites must be dispersed as scoring points are deducted for concentrations of low-income households.

The second hurdle is the single annual LIHTC award. Congress is considering a bipartisan bill to address this issue nationally. The Affordable Housing Credit Improvement Act aims to strengthen and expand LIHTC. It would increase the number of credits available to states by 50% for the next two years. Local representatives should advocate for this legislation.

Housing Authority of Jackson County

Federal legislation is also pending to create a Middle-Income Housing Tax Credit (MIHTC). If passed, it would establish a public-private partnership that leverages federal dollars with private investment to produce rental workforce housing that the workforce can afford. This program is targeted at households earning between 61% and 120% of county AMI.

ReOregon is a special opportunity to create homeownership for fire survivors in the affordable category through the Homeownership Opportunities Program (HOP) program. This requires the development of new neighborhoods on sites deemed suitable.

Relevance to Phoenix

Phoenix has been approached by more than one private affordable housing developer about the possibility of building affordable housing within city limits. Qualifying LIHTC sites are limited, and discussions are ongoing. The city is also working with OHCS and HAJC on an approximately 118-unit affordable homeownership development in UR3 (currently part of unincorporated Jackson County). This will include new manufactured units procured by the state.

Relevance to Talent

Since the fires, HAJC has built 22 units of replacement rental housing and private developers have/will complete an additional 94 affordable units. CASA of Oregon, in collaboration with Coalición Fortaleza, is also redeveloping Talent Mobile Estates as a manufactured home cooperative for working families. In addition, the city is actively considering the development of affordable housing in and around its downtown area.

Relevance to Jackson County

The county is supportive of affordable housing. With the exception of White City, the lack of proximity to transit means that sites within unincorporated areas of the county generally score poorly for tax credit applications.

Leads or Conveners

- Housing Authority of Jackson County (HAJC)
- Private affordable housing developers

Action Steps

- Work to identify a pipeline of potential sites for both affordable housing and the HOP program
- Leverage HOP funds
- Support the Affordable Housing Credit Improvement Act
- Support the proposed MIHTC

Cost Estimate (Spent and Projected)

- Not applicable

Potential Resources

- Low-Income Housing Tax Credits (LIHTC) through Oregon Housing and Community Services (OHCS)
- Home Program
- ReOregon/Community Development Block Grant - Disaster Relief (CDBG-DR) grant funds

Return on Investment

Addressing one of the main social determinants of health permanent, safe, affordable housing.

Timeline

From now and continuing in perpetuity.

SUPPORT FOR FIRST-TIME HOMEBUYERS

Recovery Priority

Tier 1
Restoring and creating new options for first time homebuyers helps aid in upward mobility and is a Tier 1 recovery priority.

Project Description
Develop new tools to allow renters who are fire survivors to own a home. Traditional first-time homebuyer programs are limited to acquiring an existing unit that meets health and safety code standards and households earning 120% or less of local Area Median Income (AMI). Most available units in proximity to the Almeda Fire boundary are newly built and priced above 120% of Jackson County AMI. This mismatch generally precludes income-qualifying renters from purchasing a home.

As part of the state's ReOregon initiative, a new homeownership program for fire survivors who were renters and displaced by the fires has been created. Oregon Housing and Community Services (OHCS) is still working on the details of the Homeownership Opportunities Program (HOP), and a final timeline for implementation has yet to be published. OHCS is still asking former renters that are fire survivors to complete the forthcoming Homeowner Assistance and

Reconstruction Program (HARP) eligibility survey to help assess potential needs. One unique aspect of the HOP program is that all the homes will be newly constructed. This requirement is intended to take pressure off the limited existing inventory. OHCS will be working with partners to facilitate the construction of new home communities as part of this program.

Income eligibility for HOP will be capped at 120% of AMI, with approximately 85% of the HOP funds targeted at low to moderate-income households earning up to 80% of AMI. There is no citizenship or residency status requirement.

Habitat for Humanity also has a program for families earning less than 60% AMI.

Renters who do not qualify for the HOP program and aspire to purchase a home may still qualify to access other available financial tools. The State of Oregon offers a Down Payment Assistance (DPA) program administered by OHCS and other programs. The biggest hurdle may be that there is an inventory shortage of available first-time homebuyer homes that is expected to continue.

Relevance to Phoenix
Phoenix is a built-out city. The city does not have sites for new home communities that are not disqualified by floodplains. UR5, which will be annexed within the next 1–2 years, has a new

30-acre housing area that will eventually be home to a new home community. This site may or may not be a candidate for the HOP program, depending on timing and infrastructure costs.

Relevance to Talent
Talent is currently preparing a housing needs analysis. Talent's City Council has expressed a desire to have survivors take advantage of the HOP program within city limits, although opportunities for new home communities are limited. Allowing access to their Urban Reserves (TR4 and TR5) could provide sites for HOP units.

Relevance to Jackson County
The unincorporated areas of Jackson County are less likely to support new home communities than the incorporated areas, as the zoning and infrastructure for developing neighborhoods are sparse with the exception of White City.

Lead or Convener
Oregon Housing and Community Services (OHCS)

Supporting Partners
- Private residential developers
- ACCESS
- Community-Based Organizations (CBOs)
- Habitat for Humanity

Action Steps

- Aggressively promote and fully leverage HOP
- Identify sites and partners for new residential neighborhoods
- Develop a long-range housing plan to stabilize the inventory of first-time homebuyer/ naturally occurring affordable housing

Cost Estimate (Projected)

- $60M+

Potential Resources

- ReOregon Homeownership Opportunities Program (HOP)/Community Development Block Grant - Disaster Relief (CDBG-DR) grant funds
- Habitat for Humanity
- Oregon Housing and Community Services's (OHCS) Down Payment Assistance (DPA) Program
- Federal Housing Administration (FHA) Loans

Return on Investment
Expanding housing inventory, opportunity, choices, and equity.

Timeline
1 to 6 years.

REDUCE INSURANCE PREMIUMS

Recovery Priority

Tier 2
Evolving instability in the insurance marketplace makes this a Tier 2 recovery priority.

Project Description
Promote wildfire risk reduction standards as a potential approach to reducing residential insurance premiums. Approximately half of wildfire survivors that participated in the survey indicated that increased insurance premiums are a major concern (see Survey Results Summary in §Appendix). This concern aligns with a national trend in which insurance companies are boosting rates, limiting coverage, or pulling out completely from regions susceptible to wildfires and other natural disasters. These companies have cited the rapidly growing catastrophe exposure as the primary underlying justification.

Concerned about maintaining healthy insurance markets, State Senate Bill 82 was passed in the spring of 2023 to prohibit insurance companies from using the statewide map of wildfire risk as a basis for canceling or increasing an insurance policy premium. The Oregon Fair Plan also supports the insurance market by making essential property insurance available to responsible applicants who need help securing coverage through normal insurance markets. However, the Fair Plan only covers basic perils, requiring an insurance rider for full coverage. The Oregon Director/Insurance Commissioner is responsible for recommending policies as the insurance climate evolves.

Insurance companies are risk-averse. The Insurance Institute for Business & Home Safety (IBHS), an independent nonprofit scientific research and communications organization supported by property insurers, reinsurers, and affiliated companies, has developed Home Prepared Standards that could, over time, reduce insurance premiums for homeowners by reducing risk to insurance companies. The institute is also working on similar standards for multifamily development and communities that would benefit apartment developers and jurisdictions.

Wildfire Prepared Home™ is the first-ever wildfire mitigation program by the IBHS to allow homeowners to achieve a designation showing they've taken the science-based actions required to meaningfully reduce their home's wildfire risk. A voluntary program based on the latest wildfire research from IBHS, it sets a uniform standard for all stakeholders to reduce risk. Formal certification is not yet available in Oregon, but homeowners can still build or adapt to the standards in preparation for the opportunity for potential future certification. The guidelines are accessible through the IBHS website.

As an organization supported by property insurers, insurance companies will likely stabilize/reduce insurance premiums for homeowners, developers, and communities that achieve IBHS certification over time.

Leads or Conveners
Homeowners, developers, and jurisdictions

Action Steps
- Keep up to date with Oregon Director/Insurance Commissioner policy recommendations and state action on these recommendations
- Educate Jackson County residents on the IBHS standards
- Advocate with the Oregon Director/Insurance Commissioner to facilitate IBHS certification in Oregon
- Have jurisdictions consider voluntary or formal adoption of the standards for new construction once certification is available

Cost Estimate (Spent and Projected)

- Property owners would pay for the cost of initial IBHS residential certification
- Rates are set by IBHS

Potential Resources

- TBD

Return on Investment

Stable insurance rates and predictability for homeowners and landlords that are rebuilding.

Timeline

0 to 5 years.

BUILD BACK BRICK-AND-MORTAR BUSINESSES

Recovery Priority

Tier 1

This is a Tier 1 priority as commercial recovery has lagged behind residential rebuilding.

Project Description

Support infill commercial development along the Highway 99 corridor and Phoenix's and Talent's downtown areas. In most cases, the cost of replacing commercial structures lost in the Almeda Fire far exceeds insurance proceeds, making stick-built new construction cost prohibitive. Small businesses comprise 99% of all businesses in the U.S., often relying on owned or leased older buildings to be competitive. This was the majority of building stock that was lost in the fires, diminishing the supply while demand grew. At this point in the recovery, virtually all burned businesses are either back or permanently relocated. Innovative solutions must be developed if more vacant commercial sites are to be adaptively reused.

Beyond conventional financing, multiple non-recovery-specific loan programs assist with commercial development. The Oregon Business Development Fund (OBDF), Entrepreneurial Development Loan Fund (EDLF), Craft3, and

Small Business Administration (SBA) all offer financing options with more flexible terms for qualifying projects. The Oregon Credit Enhancement Fund (CEF) is a loan insurance program available to assist businesses in obtaining access to capital by acting as a guarantor for a portion of the financing. USDA also has options for more rural sites. However, direct subsidy is likely required to make rebuilding feasible even with all these tools.

As part of the state's ReOregon initiative, a new fund to support local priority projects has been created. This allocation is earmarked to build new infrastructure, carry out mitigation activities to prepare for future disasters, or support economic revitalization. This program is discussed further in Recovery Project #6.

Relevance to Phoenix

Phoenix lost 41 commercial structures in the fire. Five new certificates of occupancy have been issued to date. Returning businesses included Puck's Donuts and Superior Carpet. The city expects that the remaining vacant commercial sites will become home to new enterprises.

Relevance to Talent

Talent is seeing some businesses return and aspires to restore their entire downtown area as part of the recovery.

Relevance to Jackson County

Not applicable.

Leads or Conveners

- Affected jurisdictions
- Business Oregon

Supporting Partners

- Local lenders
- Craft3
- Chambers of Commerce
- Talent Business Alliance

Action Steps

- Aggressively promote and fully leverage financing options
- Consider rezoning some commercial property to mixed-use or residential if it is determined that available sites exceed the need

Cost Estimate (Spent and Projected)

- TBD

Potential Resources

- Oregon Business Development Fund (OBDF)
- Entrepreneurial Development Loan Fund (EDLF)
- Craft3
- Small Business Administration (SBA)
- USDA
- Conventional financing
- SOREDI
- Planning, Infrastructure, and Economic Revitalization (PIER)

Return on Investment
Restoration of a critical part of the affected jurisdictions' commercial economies and quality of life.

Timeline
0 to 6 years.

LEVERAGE CITIES' ABILITY TO BOOST REDEVELOPMENT

Recovery Priority

Tier 1
This Recovery Project is a Tier 1 priority as commercial recovery is lagging.

Project Description

Utilize urban revitalization tools to create conditions likely to produce or hasten favorable future commercial development.

Commercial recovery has lagged behind residential rebuilding, and multiple infill opportunities exist for the revitalization of vacant sites in both downtown Phoenix and Talent. These cities have indicated that organic redevelopment will be limited, necessitating outside support to transform visions into reality.

Jurisdictions typically utilize their urban renewal agencies to address blighted conditions. The Oregon Constitution assigns special redevelopment tools to these agencies. Phoenix and Talent have active urban renewal agencies predating the 2020 fires.

As part of the state's ReOregon initiative, a new fund to support local priority projects has been created. This allocation is earmarked to build new infrastructure, carry out mitigation activities to prepare for future disasters or support economic revitalization. Planning, Infrastructure, & Economic Revitalization (PIER) program projects will be selected and managed by local governments and other key stakeholder organizations. Although the details and timing of this initiative have just been announced and are still being deciphered, some portion of the $12.85 million allocated for Jackson County fire recovery may be available to support and/or assist business recovery. PIER has the unique provision that these dollars can be used as the 10% match to secure up to 90% additional federal funds, potentially making the program worth over $100 million. Oregon Housing and Community Services (OHCS) is the program administrator.

Relevance to Phoenix
The City of Phoenix has an Urban Renewal Plan from 2005 that covers most of the city. The Phoenix Urban Renewal Agency (PHURA) has utilized this plan to help expedite post-fire commercial recovery. The city is actively considering leveraging PIER funds for their primary hurdles to future commercial development — stormwater management, shared parking, and infrastructure.

Relevance to Talent
Talent voters rejected an Urban Renewal Plan for the downtown area in May 2023. However, as noted, Talent still has an established urban renewal agency. The Talent Urban Renewal Agency (TURA) is actively facilitating the Gateway Redevelopment Project on an approximately 4-acre mixed-use property adjacent to its historic downtown and other initiatives. Gateway is envisioned as a catalytic development. The city is also considering how to best leverage PIER funds.

Relevance to Jackson County
The county has not currently activated an urban renewal agency.

Leads or Conveners
• Phoenix Urban Renewal Agency (PHURA)
• Talent Urban Renewal Agency (TURA)

Supporting Partners
• Oregon Housing and Community Services (OHCS)
• Business Oregon
• Chambers of Commerce
• Talent Business Alliance

Action Steps
• Identify priority projects that would optimize economic development and qualify under the PIER guidelines
• Grant writing support for the cities to fully leverage PIER dollars
• Recruit quality developers and businesses to infill the downtown cores

Cost Estimate (Spent and Projected)

- TBD

Potential Resources

- Special levies (already established)
- Planning, Infrastructure, and Economic Revitalization (PIER)
- Federal grants
- SOREDI

Return on Investment

Return of jobs and an expanded tax base.

Timeline

0 to 5 years.

PROVIDE FOR LONG-TERM BEHAVIORAL HEALTH SERVICES

Recovery Priority

Tier 1

This is a Tier 1 priority given that it is one of significant remaining hurdles for fire survivors.

Project Description

Provide long-term behavioral health services for wildfire survivors. There were approximately 6,800 fire survivors and almost 90% of those households were on some form of public assistance. As residents continue to focus on rebuilding their lives, many still suffering from the lingering effects of trauma.

Behavioral health services were a priority before the fires. All in for Health, the local communitywide healthcare initiative focused on collaborative engagement between providers, identified behavioral health and well-being as a top three priority in their 2019-2024 Community Health Improvement Plan (CHIP). The need was magnified by the 2020 fires and the COVID-19 Pandemic as care options further exceeded the number of service providers available to help.

The primary challenge for addressing the needs of fire survivors moving forward is increasing capacity, especially for culturally competent Mental Health services. Ideally, this would include credentialing more specialists already living in Jackson County. Medicare has announced that they will expand eligible providers to include Licensed Professional Counselors (LPCs) and Licensed Marriage and Family Therapists (LMFTs) starting in 2024.

All in for Health's Community Health Assessment (CHA) for 2023 and beyond is currently underway and will result in updated priorities for CHIP focus areas, but are likely to continue to focus on behavioral health issues.

Leads or Conveners
- AllCare Health
- Jackson Care Connect

Supporting Partners
- Jackson County Health and Human Services
- AllCare Health Community Care Organization (CCO)
- Jackson Care Connect Community Care Organization (CCO)
- Federally Qualified Health Centers
  – La Clinica
  – Rogue Community Health

- Clinical Behavioral Health Treatment Providers
- Community-Based Organizations
- K-12 Schools & School-based Health Centers
- SOU and RCC educational programs
- Jackson County Resource Network (local Behavioral Health Resource Network
- County Commissioners and City Councils
- Southern Oregon Success/SOESD/SOELS
- Oregon Department of Human Services
- Rogue Valley Council of Governments (RVCOG)
- Community Justice
- Jefferson Regional Health Alliance
- Behavioral Health Workforce Group
- Crisis Response Network
- Jackson Youth System of Care
- Local Alcohol and Drug Planning Council
- Mental Health Advisory Board

Action Steps
- Complete the CHA-CHIP cycle, setting priorities for the next 5-year cycle
- Coordination with the All In for Health CHA and CHIP to continue the alignment of behavioral health efforts

- Complete Eco Map of Region's Recovery-Oriented System of Care
  - System of Care—recognizes the continuum of supports that are needed to support recovery. Multidisciplinary fabric that works to support individuals in every area of need
  - Establish a cadence of regularly occurring networking sessions between the stakeholders that contribute to keeping systems of care current
- Support ongoing coordination of multiple behavioral health networks and resources to improve alignment and increase impact of efforts

Cost Estimate (Spent and Projected)
- TBD

Potential Resources
- Oregon Health Authority
- Oregon Health Plan
- Oregon Department of Human Service
- Oregon Housing and Community Services
- Private Insurance Companies
- School funding for behavioral health
- Community Care Organization (CCO) funding
- County Marijuana Tax Revenue and Opioid Settlement
- BHRN funding
- City funding

Return on Investment

A full recovery is not possible without access to quality healthcare, which includes behavioral health. Supporting a stronger healthier community and a system of partners who are talking together and developing stronger networks will improve resilience and recovery from this disaster and the last.

Timeline

0 to 5 years.

Long-Term Adaptation

EXPAND HAZARDOUS FUELS REDUCTION

RP08

Recovery Priority

Tier 2

Determining and implementing processes to reduce hazardous fuels throughout the community has long-term impact on reducing potential spread of wildfire. Reducing hazardous fuels and the regional landscape and individual property levels can be a key element of community-wide fire safety and can serve as instrumental mitigation measures in the long term. This is a Tier 2 priority project.

Project Description

To reduce fire risk, identify, implement, and maintain hazardous fuel reduction projects in the Wildland Urban Interface (WUI). Over 50% of Jackson County is designated as federal forest, while only a small percentage is urbanized. The WUI is most crucial for hazardous fuels reduction to protect communities.

Jackson County maintains the Rogue Valley Integrated Fire Plan which is a Community Wildfire Protection Plan (CWPP). A CWPP is a plan developed by a community in an area at-risk from wildfire. The CWPP process is the collaboration between communities and agencies interested in reducing wildfire risk.

A valid CWPP has three minimum requirements. First, the plan must be collaboratively developed by local and state government representatives in consultation with federal agencies and other interested parties. Second, the plan must identify and prioritize areas for hazardous fuel reduction treatments, as well as recommending methods of treatments that will protect at-risk communities and essential infrastructure. Third, the plan must recommend measures that homeowners and communities can take to reduce ignitability of structures throughout the area.

The current challenge is that, as fire risk increases, the pace and scale of hazardous fuel reudction projects need to increase. Additionally, maintenance/management funding is generally not available through grants, so firebreaks can return to being fire hazards through ecological succession. A lack of funding, limited specialized workforce, and difficulties with land ownership restrict implementation. Local management and maintenance of firebreaks would be ideal if state funding were available.

This Recovery Project mutually reinforces Recovery Project #4.

Leads or Conveners

- Local jurisdictions
- Oregon Department of Forestry (ODF)
- Federal land owners
- Private citizens

Supporting Partners

- Fire departments
- Fire districts

Action Steps

- Update the county-wide CWPP
- Apply for funding
- Advocate with the state for maintenance/management funds

Cost Estimate (Spent and Projected)

- Consistent with past expenditures

Potential Resources

- State of Oregon
- U.S. Forest Service
- Lomakatsi Restoration Project
- Southern Oregon Forest Restoration Collaborative (SOFRC)
- The Nature Conservancy
- Oregon Department of Forestry (ODF)

Return on Investment

Firebreaks/hazardous fuels reduction can reduce insurance premiums and can sometimes double as opportunities for active and passive recreation.

Timeline

- 2 to 15 years
- Maintenance/management in perpetuity.

IMPROVE FIRE SAFETY ON EVACUATION ROUTES

RP09

Recovery Priority

Tier 1

Evacuation routes provide the main form of ingress and egress to all jurisdictions. Residents ranked attention to evacuation routes as a high priority. This is a Tier 1 Recovery Project.

Project Description

Commission a traffic study that would provide the verifiable data needed to seek funding for improvements along main evacuation routes.
Implementation projects could include:

- Making improvements to roadway widths
- Addressing choke points
- Undergrounding wooden pole utilities
- Creating a setback to tall trees
- Adding direction and message signs

Leads or Conveners

- Jackson County
- Oregon Department of Transportation (ODOT)

Action Steps

- Commission a study, that would include community engagement with residents
- Apply for funding
- Implement the project

Cost Estimate (Spent and Projected)

- TBD

Potential Resources

Study

- Economic Development Administration (EDA)

Implementation

- Oregon Department of Transportation (ODOT)
- Federal Highways Administration (FHWA)
- Pacific Power

Return on Investment

Increased life safety and first responder emergency access.

Timeline

0 to 10 years.

STRENGTHEN EMERGENCY NOTIFICATION SYSTEMS

RP10

Recovery Priority

Tier 3

This is a Tier 3 Recovery Project given that the primary notification system has already been significantly enhanced since the 2020 fires.

Project Description

Create a multi-layered, redundant Emergency Notification System. FEMA research shows that an individual typically needs to receive information from three credible sources before taking action. Coupled with the fact that no system that can ensures all residents receive a notice, this presents a challenge with real consequences.

The primary emergency notification system in Jackson County is called Citizen Alert, which has been operated through the Everbridge platform in Jackson County since 2011. In 2021, the state's OR-Alert program provided Everbridge, the system that powers Citizen Alert, to all counties for free and included many of the more advanced features Everbridge offers. Additionally, multiple statewide working groups were developed to continuously improve the alert and warning system's performance. For example, the Everbridge Resident Connection data, which can include

mobile and Voice over Internet Protocol (VoIP) phone numbers of residents who are not signed up, is now accessible to Jackson County.

Each local jurisdiction is responsible for sending local emergency alerts within their jurisdiction. Jackson County Emergency Management is the system administrator and is responsible for maintaining the data within the system. The system has built-in redundancy and can issue voice alerts, text messages, and emails. The webpage posting of all alerts can be translated into any language using built-in Google Translate functionality. Many of the features have been new since the Almeda and South Obenchain Fires, as both the county and state set upgrading system performance as a top priority. In addition, the county and cities have has been proactively training with the new features to increase efficiency.

Beyond Everbridge, the county also has access to the Integrated Public Alert and Warning System (IPAWS), which includes the Emergency Alert System (EAS), a national public warning system that can broadcast blanket warnings on local radio and TV and the Wireless Emergency Alert (WEA) system which can send short messages to any WEA-enabled mobile device in a locally targeted area without the need to download an app or subscribe to a service.

Everbridge will continue to be the primary emergency messaging platform. The county and cities will continue public education campaigns to share with residents the improvements to alert and warning notifications and encourage voluntary opt-in to Citizen Alert. Institutionalizing annual training in the cities is also important. According to the survey results, the community would still like their jurisdictions to consider redundant options contextual and parallel to how they communicate with their residents (see Survey Results Summary in §Appendix). This could be through social media or another notification method.

Leads or Conveners

- Jackson County
- Individual jurisdictions

Action Steps

- Continue educating residents on improvements to the Everbridge system
- Continue public education campaigns to encourage Citizen Alert sign up
- Jurisdictions to consider how to best provide secondary notifications

Cost Estimate (Spent and Projected)
TBD based on the selected approach.

Potential Resources
Additional financial resources may not be required.

Return on Investment
Resident's perception of safety.

Timeline
0 to 5 years.

ENCOURAGE CONNECTED STREETS

Recovery Priority

Tier 1

Establishing policies related to long dead-end streets goes hand-in-hand with fire and life safety. This is a Tier 1 priority.

Project Description

Promote connected streets with a minimum of two ways in and out for new subdivisions. Requiring two means of ingress and egress for future residential developments would increase safety by doubling evacuation options. Moving forward, local jurisdictions should establish standards for a maximum safe distance and/or number of homes before an additional means of access is required.

Although connecting most existing long dead-end roads is technically challenging and prohibitively expensive, options to connect streets with more than a few existing homes in urbanized areas should also be considered when occupants express a safety concern.

Leads or Conveners

- Jurisdictions

Supporting Partners

- Police departments
- Fire departments
- Fire districts

Action Steps

- Identify existing long dead-end streets that need to be fixed
- Research and scoping with law enforcement and fire personnel
- Recommend a policy
- Adopt policies

Cost Estimate (Spent and Projected)

- N/A

Potential Resources

- Private developers

Return on Investment

Preventing loss of life when residents get trapped on dead-end streets in a disaster.

Timeline

0 to 2 years.
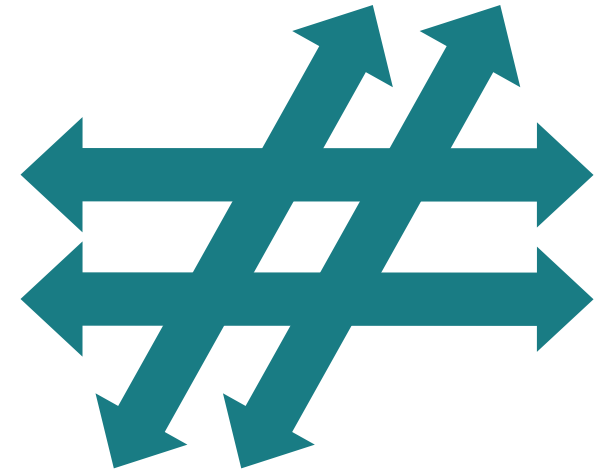
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PROMOTE DEFENSIBLE SPACE STANDARDS

Recovery Priority

Tier 2

This Recovery Project is a Tier 2 priority given that work on establishing standards has been completed since the fires.

Project Description

Promote defensible space standards. The State of Oregon has uniform defensible space standards. Created by the Oregon State Fire Marshal (OSFM), the defensible space program was born out of the 2021 Wildfire Omnibus Bill (Senate Bill 762). This new program provides a one-stop shop for Oregonians with the information and connections they need to protect their homes. There is no defensible space code in place, so the standards are currently voluntary.

OSFM has developed and gathered some key resources to download that can guide residents in crafting a defensible space plan. While connecting to the OSFM website to research/download information is relatively simple, many residents are still confused about the basic elements of defensible space besides general weed abatement. Making this process as easy and clear as possible will be necessary to increase its use.

Zone 1

Zone 2
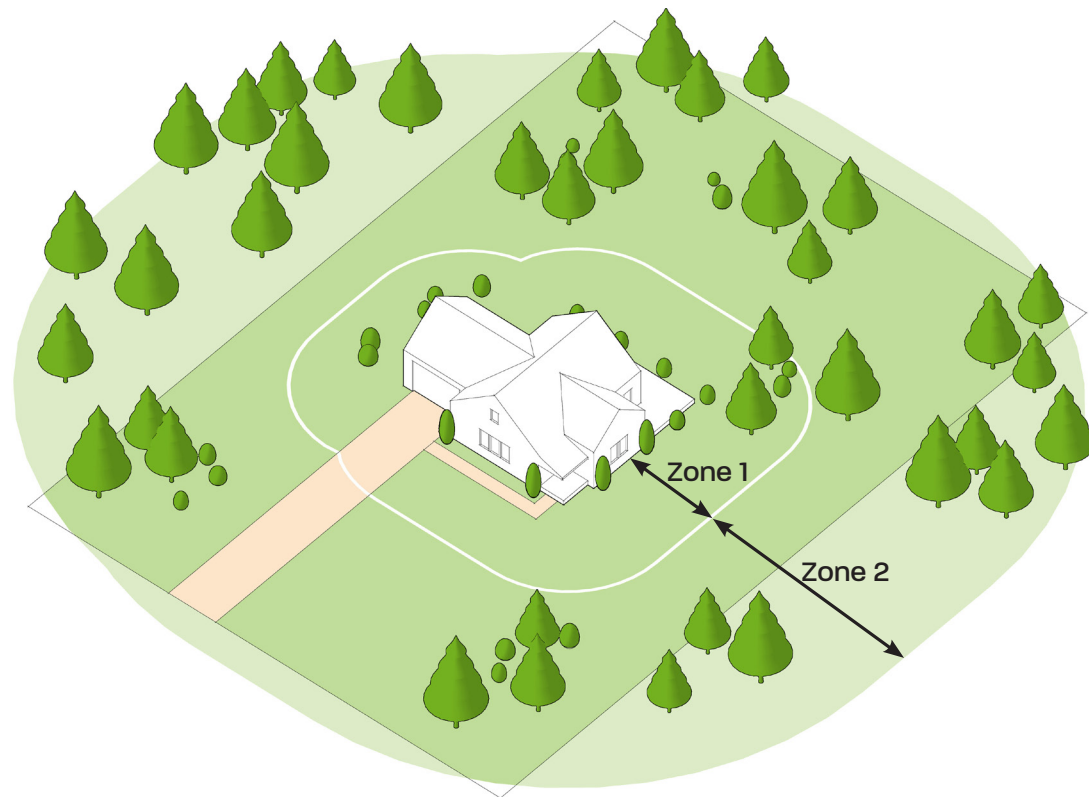
A one-page quick guide, based on OFSM's voluntary uniform defensible space standards, should be developed and widely promoted/distributed in Jackson County to bridge the gap. It should be Jackson County-specific and illustrative, as residents are averse to written explanations, checklists, and text-only codes. A rural and urban version would cover the two most common conditions. All local jurisdictions should also endorse and display it as residents feel more connected to their communities than the state. To help further close the gap, links to the OSFM resources page and other resources should be embedded for more information.

It should be noted that OSFM is partnering with local fire agencies across the state to provide residents with access to Defensible Space Assessments. They are also working to develop grant programs to help with defensible space projects. These initiatives underscore the value of further energizing the community to reduce wildfire risk.

This Recovery Project mutually reinforces Recovery Project #4.

The Jackson County Land Development Ordinance (LDO) has a Wildfire Safety section. This section pertains to primary and secondary fuel breaks/defensible space, signage, chimney spark arrestors, and more. The LDO also has access standards that specify minimum road widths, turning radii, weight bearing requirements, etc. for emergency vehicles.

Leads or Conveners
- Local jurisdictions

Supporting Partners
- OSU Extension Service
- Oregon Department of Forestry (ODF)
- Fire departments
- Fire districts
- Community-Based Organizations (CBOs)

Action Steps
- Secure funding
- Develop a pair of one-page quick guides
- Resident education

Cost Estimate (Spent and Projected)
TBD

Potential Resources
- Oregon State Fire Marshal (OSFM)

Return on Investment
Reduction in structure-adjacent fuel loads leading to greater fire safety.

Timeline
0 to 3 years.

SET ONE STANDARD FOR FIRE-RESISTANT HOMES

RP13

Recovery Priority

Tier 1

The accelerated pace of home construction makes setting one standard a Tier 1 priority.

Project Description

Recommend following the wildfire construction provisions in the Oregon Residential Specialty Code (ORSC). Like defensible space standards, many residents are perplexed about the basic elements of fire-resistant construction and home hardening. Many do want to make their homes safer but have trouble determining what to do or which organizations' recommendations to follow.

Senate Bill 762 (2021), updated by Senate Bill 80 (2023), created a statewide approach to a wide range of wildfire mitigation measures. The legislature directed the Building Codes Division (BCD) to adopt fire-hardening building code standards, based on existing wildfire mitigation provisions, that could be applied to new dwellings and the accessory structures of dwellings in areas of the state mapped as high wildfire hazard zones in the Wildland-Urban Interface (WUI).

The adoption date of the ORSC provisions is currently anticipated based on the availability of the wildfire hazard map.

This code will eventually be enacted in the high wildfire hazard zones in Jackson County and enforced by local building officials. For the balance of the county, including the cities, recommending (not mandating) the same ORSC provisions would create one county-wide standard and eliminate much of the existing confusion. This would give homeowners certainty about which voluntary recommendations to follow if they harden their existing or future residences. And, given the regional fire risk, one standard seems appropriate.

A one-page quick guide, based on ORSC's provisions, should be developed and widely promoted/distributed in Jackson County. It should be clear and illustrative as residents are reluctant to interpret building codes. All local jurisdictions should endorse and display it as residents look to their local government for guidance. To help further support residents, links to the Oregon State Fire Marshal's (OSFM) resources website and grant options for home hardening should be embedded into the guide.
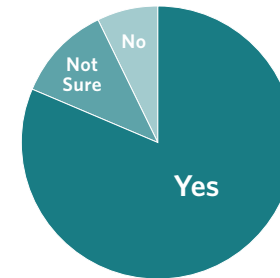
80% of survey respondents would be willing to implement fire-hardening improvements to their home or property if the cost was reasonable

This Recovery Project mutually reinforces Recovery Project #4.

Relevance to Jackson County

Jackson County has enacted strengthened roof standards, including prohibiting cedar shingle roofs. All other code requirements are set by the State of Oregon BCD. There is an alternative section R327 for fire hardening that is allowed to be adopted locally but would most likely meet resistance from local home builders.

Leads or Conveners

- OSU Extension Service
- Oregon Department of Forestry (ODF)
- Oregon State Fire Marshal (OSFM)
- Fire Districts
- Local jurisdictions

Supporting Partners

- Community-Based Organizations (CBOs)

Action Steps

- Secure funding
- Develop a one-page quick guide
- Consideration by jurisdictions to adopt one standard for Jackson County as a recommendation
- Resident education

Cost Estimate (Spent and Projected)

- TBD

Potential Resources

- Oregon State Fire Marshal (OSFM)

Return on Investment

Reduction in risk of homes being lost to wildfire.

Timeline

0 to 2 years.

SUPPORT FIRE-SAFE EDUCATION

Recovery Priority

Tier 2
This is a Tier 2 priority. With an ever-evolving threat, it is imperative to stay up-to-date with current best practices.

Project Description
Establish more robust and sustainably funded education programs to train residents about fire-safe construction, fire-resistant landscaping, and defensible space. The local resources are remarkable: they include professionals from the OSU Extension Service, local fire districts, and the Oregon Department of Forestry (ODF). All these organizations offer educational presentations. Vast online resources from My Southern Oregon Woodlands, OSU Extension Service, Oregon State Fire Marshal (OSFM), National Fire Protection Association (NFPA), Jackson County Emergency Management, and many others support in-person talks.

In-person outreach, where residents actively engage in learning, is the most effective form of communication. However, the ability to conduct the desired amount of outreach is limited by the number of local fire prevention experts and funding. As with many Recovery Projects, funding is the biggest hurdle to more robust efforts.

Leads or Conveners
- Oregon State Fire Marshal (OSFM)
- Local jurisdictions
- OSU Extension

Supporting Partners
- Local Fire Departments and Districts
- Rogue Valley Fire Prevention Cooperative
- Oregon Department of Forestry (ODF)
- Oregon State Fire Marshal (OSFM)
- Community-Based Organizations (CBOs)

Action Steps
- Establish a budget that aligns with available local experts
- Confirm funding sources
- Apply for grants
- Expand education

Cost Estimate (Spent and Projected)
- TBD

Potential Resources
- National Fire Protection Association (NFPA) & Firewise USA
- Oregon State Fire Marshal (OSFM)
- Oregon Department of Human Services (ODHS)
- Oregon Department of Human Services Office of Resilience and Emergency Management (OREM)
- National Institute of Technology
- Insurance Institute for Business & Home Safety (IBHS)
- Fire-Adapted Communities Network (FACnet)

Return on Investment
Increased resident awareness of the steps required to live safely in proximity to the Wildland-Urban Interface (WUI).

Timeline
0 to 3 years.

EM 9131 ■ DECEMBER 2015

Before Wildfire Strikes!
A Handbook for Homeowners and Communities in Southwest Oregon

OSU Extension

Oregon State UNIVERSITY **OSU** Extension Service

Regional Resiliency

BE PREPARED FOR THE NEXT DISASTER

Recovery Priority

Tier 2

The ability for institutions to quickly respond to future disasters is a long-term goal and therefore a Tier 2 Recovery Project.

JACKSON COUNTY COMMUNITY LONG-TERM RECOVERY GROUP

RV COAD

Project Description

Institutionalize and align the efforts of JCC LTRG and Rogue Valley Community Organizations Active in Disaster (RV COAD).

These organizations have complementary missions. The JCC LTRG's focus is helping disaster survivors of Jackson County recover and rebuild their lives. This includes shepherding the development and implementation of this R-LTRP. When their mission is complete, they will cease operations. In contrast, RV COAD's mission is to be the hub for getting help, volunteering, and making donations. A full-time paid staff leads the JCC LTRG, while volunteers lead RV COAD. Both organizations are critical to disaster response and recovery and are supported by many of the same partners and members.

This Recovery Project is about seamlessly aligning the work of these two organizations into one effort with a full-time paid staff that continues to focus on the RV COAD's work and expands to take on the JCC LTRG role in times of disaster. This structure will allow for better coordination and utilization of partner/member resources, faster disaster response in terms of marshaling formal recovery plans, and earlier support for survivors and local jurisdictions.

Leads or Conveners

- JCC LTRG
- Rogue Valley Community Organizations Active in Disaster (RV COAD)

Action Steps

- Form an exploratory committee
- Conceptualize a staffing model
- Prepare a preliminary budget
- Advocate with the state for implementation of the best model

Cost Estimate (Spent and Projected)

- The long-term cost will be for permanent staffing and associated overhead
- TBD

Potential Resources

- State of Oregon
- Private Philanthropy
- FEMA

Return on Investment

The benefits associated with coordinated organizations, including quicker responses to disasters, efficient use of funds, and streamlined decision-making.

Timeline

0 to 3 years.

MAKE THE BEAR CREEK GREENWAY SAFE

RP16

Recovery Priority

Tier 1
The greenway threads wildland characteristics through urbanized areas. Improvements are Tier 1 recovery priority.

Project Description
Leverage the Envision Bear Creek Plan to secure long-term funding for fuels reduction, maintenance, security, and enhancements.
Respondents to the survey (see Survey Results Summary in §Appendix) placed wildfire safety at the top of their priority list for the greenway.

The Bear Creek Greenway is a 20-mile, paved multi-use trail developed and managed by Jackson County along with the Cities of Ashland, Talent, Phoenix, Medford, and Central Point. Using the vegetation along Bear Creek like a candlewick, the destructive Almeda Fire moved from Ashland to Talent to Phoenix along the Greenway, blackening the landscape. The later Central Point Fire caused additional damage further north.

The Envision Bear Creek project, launched in 2022, is designed to provide the community a process to shape the future of the greenway. It is exploring recreation and economic development opportunities, natural resources enhancement, transportation connectivity while also informing its maintenance, security, funding, and overall governance. The Oregon Department of Transportation (ODOT) and Rogue Valley Council of Governments (RVCOG) are collaborative partners for the project along with the county and the cities listed above.

Making the greenway safe will require balancing its biodiversity with aggressive fuel reduction, prohibition of open fires, and long-term continuous maintenance. At least one jurisdiction has also already banned camping. The county and the other jurisdictions are actively applying for fuel management and maintenance grants while waiting for the project recommendations to be finalized.

This Recovery Project mutually reinforces Recovery Project #4.

Lead or Convener
- Jackson County

Supporting Partners
- City of Ashland
- City of Talent
- City of Phoenix
- City of Medford
- City of Central Point

Action Steps
- Secure funding for fuels reduction and maintenance
- Develop polices to increase safety
- Strongly consider implementation of the Envision Bear Creek recommendations

Cost Estimate (Spent and Projected)
- TBD

Potential Resources
- Oregon Department of Forestry (ODF)
- Oregon State Fire Marshal (OSFM)

Return on Investment
Increasing residents' perception of safety and reducing wildfire risk.

Timeline
0 to 5 years.

PROVIDE FOR MULTILINGUAL COMMUNICATIONS

Recovery Priority

Tier 3

This is a Tier 3 Recovery Project due to the fact that it is a long-term preexisting challenge.

Project Description

Encourage multilingual communications in all notifications, literature, and meetings related to recovery, adaptation, and resiliency. It is estimated that over 15% of the local population is fluent in more than one language, and English is a second language for many. Within the Almeda Fire boundary, the percentage is much higher; approximately 45% of the fire-impacted households are primarily Spanish-speaking. This creates barriers to seamlessly circulating important information about recovery.

The various jurisdictions and institutions within Jackson County have an uneven approach to multilingual communications. The initial priority should be to embed Artificial Intelligence (AI) translators into websites and social media as a simple, low-cost way to improve communication. Even some of the smallest local organizations have already successfully implemented this approach. This tool should be universally adopted.

Live translators are still the simplest option for public meetings and translation of audio recordings. Fortunately, a cohort of skilled bilingual interpreters already exists locally and needs to be better utilized.

One of the most challenging hurdles has always been the emergency notification system. The state and county have recently significantly upgraded the system for keyword multilingual messaging. Time is of the essence when sending voice alerts, so voice messages are still currently restricted to English. The state's Everbridge platform is constantly evolving and may eventually incorporate more solution as multilingual communications remains a priority.

Lead or Convener

- JCC LTRG

Supporting Partners

- The 11 incorporated cities in Jackson County

- Private organizations and Community-Based Organizations (CBOs) that pursue the interests of the community

Action Steps

- Support local governments in integrating AI translation software into all forms of digital communication

- Connect the local pool of professional translators with the institutions that could benefit from their services

- Seek funding if needed

- Support local capacity building for translation/ interpretation and educate public agencies on the need and best practices for implementation

Cost Estimate (Spent and Projected)

- The cost of implementing AI translators for text on websites and through social media text is negligible

- Increasing the use of live translators would come with an associated hourly cost

Potential Resources

- State grants

- Foundations

Return on Investment

Reducing the barriers to communication while building trust.

Timeline

0 to 3 years.

ADDRESS FOOD INSECURITY FUNDING

RP18

Recovery Priority

Tier 1
This is a Tier 1 recovery priority due to the immediate and ongoing need for food stability.

Project Description
Identify available funding sources and partners to help reduce food insecurity.
Local providers have done a remarkable job before and during disaster recovery. A primary challenge remains adequate long-term funding as the need is not expected to subside.

Lead or Convener
Rogue Valley Food System Network (RVFSN)

Supporting Partner
Rogue Food Unites

Action Steps

1. Leverage findings in the updated Rogue Valley Community Food Assessment (release date 2024) to identify key funding needs and partners in implementation

2. Convene key stakeholders currently working to address food insecurity to build collaborative funding proposals

3. Identify and create a shared resource of currently available funding streams

4. Continue to support the following projects:

   a. No Cost/No Barrier Farmer's Markets: 3 days per week at about six locations throughout Jackson County

   b. Solidarity Cards (more than Supplemental Nutrition Assistance Program (SNAP), Food Stamps): remote re-loadable MasterCard provided to people living in shelters to purchase food (partnership with Oregon Department of Human Services Office of Resilience and Emergency Management (OREM))

   c. Provision Boxes: boxes that contain the ingredients for 21 organic meals (Standard/Latinx/Tribal/Senior/Asian options)

   d. ACCESS Rogue Powerbacks: providing food to elementary school children who receive free breakfast or lunch at school during the week, but lack food at home during the weekend

5. Provide support for a long-term facility that provides freeze-dried/shelf stable meals that can be stored for up to 24 years (supported by the state)

6. Create connections in the community across ethnicities and socioeconomic backgrounds

7. Continue advocacy for funding from the Oregon State Legislature for schools to purchase healthy local food, and for schools and partner organizations to provide farm- and garden-based education.

8. Oregon House Bill 610 (pending approval) would establish Food For All Oregonians Program in Department of Human Services to provide nutrition assistance to residents of Oregon who would qualify for federal SNAP but for immigration status or lack of social security number.

Cost Estimate

- TBD

Potential Resources

- Rogue Food Unites
- ACCESS Food Bank
- Oregon Farm School Network/Rogue Valley Farm to School
- Oregon Food Bank
- OSU SNAP Education
- Other Community Food Pantries/Food Co-ops
- Faith Community Organizations
- Oregon Community Food Systems Network

Return on Investment

$2 million (in meals served each year).

Timeline

0 to 1 year.

United States Environmental Protection Agency

EXPAND TRANSPORTATION OPTIONS

Recovery Priority

Tier 3

Timing of studies and state mandates makes Expand Transportation Options a Tier 3 priority.

Project Description

Improve mobility options and headways between residential neighborhoods, employment centers, and commercial areas.

This Recovery Project supports the needs of lower income households that were disproportionately affected by the Almeda Fire.

To this end, the Hwy 99/Bear Creek Greenway Re-Visioning project is in the process of creating a comprehensive vision and strategies to improve affected areas of Phoenix, Talent, and Jackson County under the Transportation and Growth Management (TGM) program.

The TGM program is a partnership of the Oregon Department of Land Conservation and Development (DLCD) and Oregon Department of Transportation (ODOT). The program helps governments across Oregon with skills and resources to plan long-term, sustainable growth in their transportation systems in line with other planning for changing demographics and land

uses. TGM encourages governments to take advantage of assets they have, such as existing urban infrastructure and walkable downtowns.

The TGM program will support transportation options like walking, biking, and transit throughout the corridor; evaluate ways to build more housing; and identify areas for mixed-use developments so that people can be closer to their destinations, which makes it easier to walk and bike. The schedule calls for Phase One: Visioning to be completed in the fall of 2023. Phase Two: Implementation will follow. The recommendations will be implemented by updating local plans and zoning ordinances.

Project partners include the Cities of Phoenix, Talent, and Jackson County. ODOT and DLCD are collaborative funding partners.

Another post-fire development is the state's adoption of rules for creating designate climate-friendly areas in cities based on population. For small cities, these rules require abundant, high-quality infrastructure for biking, walking, and transit over a defined number of acres. Both the Cities of Phoenix and Talent will eventually need to comply as their populations cross the mandated threshold. Expanded transportation options can be achieved through support for both initiatives.

This Recovery Project may amplify the speed and success of Recovery Project #2, as providing necessary improvements to the regional transportation system is often a prerequisite for securing funding for affordable housing.

Leads or Conveners
- Oregon Department of Transportation (ODOT)
- City of Phoenix
- City of Talent
- Jackson County

Action Steps
- Complete Re-Visioning Phase One
- Update local plans and zoning ordinances
- Apply for funding
- Implement recommendations
- Identify future areas for climate-friendly areas that would fall under the state's rules

Cost Estimate (Spent and Projected)
- TBD

Potential Resources
- Oregon Department of Transportation (ODOT)
- Federal Highway Administration (FHWA)
- All Ages, All Abilities
- AARP Livable Communities
- Rogue Valley Metropolitan Planning Organization

Return on Investment
Greater mobility for fire survivors and entire Jackson County community; also expands development opportunities for affordable housing.

Timeline
3 to 10 years.

EMBRACE SUSTAINABLE DEVELOPMENT

RP20

Recovery Priority

Tier 3

Embracing Sustainable Development is a long-term project and needs the regions focused attention after more immediate needs are met.

Project Description

Encourage sustainable development strategies to help maintain equilibrium in the built environment and the natural systems of Jackson County. At its core, sustainability is about finding a balance point in natural and man-made orders. Communities are at higher risks of disaster when these systems are unbalanced. An example of a sustainable development strategy would be Oregon's Urban Growth Boundaries, which are intended to create parity between developed areas and wild/working lands.

Locally, a new balance could be struck on fire hardening, fuel reduction, and energy sources. As fire risks increase, fire-resistant construction should also increase as an offset. This applies to the landscape, too. Increasing temperatures and frequent drought call for biodiversity that includes drought tolerant and fire-resistant species as part of fuel reduction and defensible space strategies. Additionally, solar panels with battery backup can help offset the negative effects of rolling blackouts associated with fire risk. These initial steps should be expanded over time as community needs and technology evolve.

Consideration for balancing both natural and man-made systems, as highlighted above, should be integrated into both recovery efforts and long-term planning.

Relevance to Jackson County

There are currently no local mandates regarding sustainability. Oregon's primary statewide sustainability strategy is the Urban Growth Boundary (UGB) legislation. Additional statewide sustainability requirements may be addressed in the future through the Department of Land Conservation and Development (DLCD) per previous governor's directives.

Leads or Conveners
- JCC LTRG
- Local jurisdictions

Supporting Partners
- Non profit organizations
- Oregon Department of Forestry (ODF)
- Oregon State Fire Marshal (OSFM)

Department of Land Conservation and Development (DLCD)

Action Steps
- Convene local stakeholders in a discussion about how to balance both natural and man-made systems moving forward.

Cost Estimate (Spent and Projected)
- Covered under other Recovery Projects

Potential Resources
- Covered under other Recovery Projects
- GEOS Institute

Return on Investment
Living in balance with local conditions helps avoid destructive disasters.

Timeline
From now and continuing in perpetuity.

IMPROVE LOCAL SOCIAL DETERMINANTS OF HEALTH

Recovery Priority

Tier 2

Given that improving social determinants of health is ongoing, this is a Tier 2 Recovery Project.

Project Description

Work to improve factors that influence health outcomes. The World Health Organization (WHO) defines Social Determinants of Health (SDoH) as the non-medical factors that influence health outcomes. They undergird the fabric of a community, influencing and shaping the daily lives of all residents. Addressing these conditions in disaster recovery guides communities toward reducing inequities while increasing baseline community health. Investment in SDoH is a driving force in addressing health inequities and improving communities' resilience to disaster. Examples of SDoH include, but are not limited to:

- Access to affordable health services of decent quality
- Early childhood development
- Education
- Food insecurity
- Housing, basic amenities, and the environment
- Income and social protection

- Social inclusion and non-discrimination
- Structural conflict
- Unemployment and job insecurity
- Working life conditions

As a collaborative learning community of regional leaders, All in for Health is best positioned to improve the local social determinants of health. It is a community-wide initiative involving the collaborative engagement and expertise of organizations and individuals from multiple sectors across Jackson and Josephine Counties. The three current Community Health Improvement Plan (CHIP) priorities are Housing for All, Behavioral Health and Well-Being, and Parents' Support and Life Skills. All In for Health is currently going through the required Community Health Assessment (CHA)/CHIP process that will result in updated priorities for the next five years. This will be the first assessment after the Almeda and South Obenchain Fires and the COVID-19 Pandemic.

To optimize the outcomes for fire survivors, All In for Health should be formalized — neutrally held with a full-time paid dedicated coordinator, paid supporting staff, and long-term adequate funding. As a community initiative, All In for Health has not yet identified sustainable funding for the ongoing coordination and oversight of the partnership in non-CHA/CHIP cycles.

Healthy People 2030, U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion

The Collective Impact approach is a powerful model with multiple organizations supporting a single common agenda and shared metrics. Exploring the structure and resources required to deliver on the updated CHIP priorities will improve the SDoH that effect community resilience to disaster.

Lead or Convener

- All In for Health Executive Committee

Supporting Partners

- Named partners of All In for Health

Action Steps

- Share CHA/CHIP research and priorities
- Explore the structure and resources required to implement CHIP priorities, which may include:
  - Secure funding
  - Formalizing

Cost Estimate (Spent and Projected)

- TBD

Potential Resources

- AllCare Health
- Jackson Care Connect

Return on Investment

Improved resilience for individuals and families.

Timeline

0 to 3 years.

Parallel Initiatives

OVERVIEW OF PARALLEL INITIATIVES

In the time since the Almeda and South Obenchain Fires, hundreds of residents, organizations, and local businesses have provided critical support in the name of recovery. The sheer magnitude of support services in the immediate aftermath of the fires is extraordinary and deserves recognition. While some of these preexisting efforts have been incorporated into the Recovery Projects in this R-LTRP, the following efforts are independently successful and likely do not require the support of this document. Rather, this chapter is intended to acknowledge and celebrate the multitude of achievements of the Rogue Valley community.

Some of the organizations and jurisdictions that are or have been engaged in parallel initiatives that have aided in Jackson County's long-term recovery include:

- 1st Phoenix Community Center
- All in for Health
- Coalición Fortaleza
- Firebrand Resiliency Collective
- Habitat for Humanity
- Jackson Care Connect
- Jackson County Library Services
- La Clinica

- Oregon State University (OSU) Extension
- Phoenix-Talent Schools Community Care Department
- Rogue Action Center
- Rogue Food Unites
- Rogue Valley Communities Active in Disaster
- Rogue Valley Transportation District
- SO Health-E

Thank you to the representatives from each of these groups for organizing and compiling much of the following information.

1st Phoenix Community Center

ACCESS — BUILDING COMMUNITY

American Red Cross

business oregon

COALICIÓN FORTALEZA

FIREBRAND RESILIENCY COLLECTIVE

Habitat for Humanity

JACKSON COUNTY LIBRARY SERVICES

worksource OREGON Rogue Valley

Jackson Care Connect™

OREGON DEPARTMENT OF EMERGENCY MANAGEMENT — OEM

LA CLINICA

OREGON HOUSING and COMMUNITY SERVICES

ROGUE FOOD UNITES

ROGUE ACTION CENTER

Phoenix-Talent Schools — Excellence For Everyone

Oregon State University Extension Service

SOU Southern OREGON UNIVERSITY LATINO/A/X PROGRAMS

Southern Oregon Regional Economic Development, Inc. — Wildly Serious About Business

RV COAD

Rogue Valley Transportation District — RVTD

SO Health-E — Advocating for Health Equity

PHOENIX OREGON CHAMBER OF COMMERCE

1ST PHOENIX COMMUNITY CENTER

1st Phoenix Community Center

Organization Description

1st Phoenix Community Center is a non-profit organization working in collaboration with the Phoenix First Presbyterian Church and the Rogue Valley Presbyterian Partnership with the goal to bring a sense of community to Southern Oregon. Volunteers from neighborhoods all around the Rogue Valley offer a wide range of services to the community, providing compassion, cooperation, and confidentiality to those in need.

Past & Current Projects

The incredible work in recovery and rebuilding led by 1st Phoenix Community Center has helped countless members of the Southern Oregon community. Following the Almeda and South Obenchain Fires, 1st Phoenix Community Center committed time, money, and volunteers in the following ways:

- Collaborated with the JCC LTRG and Rogue Climate to host the Wildfire Recovery Fair for November and December 2022

- Provided a site for the Jackson County Fuel Committee (JCFC) while their offices, lost in the fire, were rebuilt

- Wrote a $10,000 grant for JCFC for rebuilding

- Provided a $15,000 grant to Blue Heron Park to help rebuild

- Provided financial assistance ($3,500 total) to community members to keep up with mortgage payments and replace household items lost in the fire

- Held a Grief Circle event for a year following the fires to help community members process in a safe space

- Continued to provide weekly pantry services to the community (this predated the fire and continued throughout the recovery)

- Provided meeting space for a local economic summit and other businesses in Phoenix as other organizations' operations were being rebuilt or repaired following the fires

1st Phoenix Community Center's work continues in the long trek towards recovery, with projects including the following:

- Continuing to provide weekly pantry services

- Partnering with the City of Phoenix to host and assist with various events, including yard sales, Christmas lighting events, etc.

- Partnering with local organizations to continue bringing events and opportunities to the City of Phoenix that support recovery and economic vitality

Future Plans

Moving forward, the organization is working on the following projects:

- Growing the Green Bag project in Phoenix (a community-led food donation program)

- Working on building repairs and fire resilience strategies

- Providing food to the community

Obstacles

A few obstacles remain that hinder this organization's ability to achieve its ambitious goals, including:

- The regional food insecurity problem is growing, particularly with the pandemic-era EBT benefits ending soon

- Building repairs and fire resiliency are difficult due to limited funding and resources

- Growing desire for emotional and spiritual care from the First Presbyterian Church community but unsure how to direct this project without proper staff.

ALL IN FOR HEALTH

Organization Description

All in for Health is a community-wide initiative involving the collaborative engagement and expertise of organizations and individuals from multiple sectors across Jackson and Josephine Counties in Southern Oregon. Key partners include Jackson County Public Health, Josephine County Public Health, Jackson Care Connect, AllCare Health, and many other health and social services organizations in Jackson and Josephine Counties. All in for Health invites individuals and organizations throughout the region to come together to create a healthier community because "a healthy community is everyone's business."

The primary work of All in for Health is to collaboratively develop and implement a regional Community Health Improvement Plan (CHIP) for Jackson and Josephine Counties. The CHIP is based on a Community Health Assessment (CHA) which is updated every five years.

Key organizational visions and values include equity, inclusivity, and collaboration.

Past & Current Projects

A Core Team continued to meet through 2020 and 2021, and in the spring of 2022, a contracted coordinator was brought on board. Equity was added as a fourth priority area of the CHIP, a new Steering Committee was convened, the CHIP work groups were re-started and re-named Networking Groups, and the research team from SOU was contracted for a portion of the 2023 CHA.

All in for Health's CHIP work groups in the areas of Parent Support and Life Skills, Housing, and Behavioral Health did not all continue to meet on a regular basis, but the work continued through the initiatives of partner organizations in each of these areas. The work of these partner organizations is summarized in the 2022 CHIP Annual Report.

The 2023 CHA is currently in progress and includes focus groups, photovoice sessions, key informant interviews, and a community-wide survey. All in for Health attends local events such as Volunteer Fairs, Growers Markets, and Rural Outreach to distribute the survey, with the hopes of hearing from as many community members as possible.

The 2023 CHIP Annual Report is also in progress. Organizations aligning their work to the CHIP goals and strategies are reporting on work from the past year which will be summarized in the report due out at the end of June. The CHIP

Networking Groups continue to meet, bringing together organizations and individuals working in each of the four priority areas: Housing, Behavioral Health, Parent Support and Life Skills, and Equity.

Future Plans

Once the CHA is complete, a process will begin to create the new CHIP for Jackson and Josephine Counties. This will ultimately lead to a new CHIP report for our two counties that will be available to community members and partners. The CHIP Networking Groups will continue to meet and bring together organizations working in the key focus areas of the current CHIP.

Obstacles

Moving forward, with the creation of the new CHIP, All in for Health plans to work closely with the JCC LTRG in prioritizing the most important needs of our communities in Southern Oregon.

COALICIÓN FORTALEZA

Coalición Fortaleza

Organization Description

Coalición Fortaleza is a culturally-empowered women of color-led community-based organization. Grounded in a fierce love for Latinx and indigenous communities of the Rogue Valley, this organization is re-imagining new solutions for their people, Madre Tierra, and future generations. Coalición Fortaleza seeks to weave a tapestry of many colors from many directions that will lift peoples' hearts up in recovery, centering healing, seeding hope for the youth, and giving the strength to these communities that is needed to continue surviving.

Past & Current Projects

Projects that have been implemented or are currently in the process of implementation by Coalición Fortaleza include:

- Talent Mobile Estates Recovery
- Summit Gardens Apartment Complex Development in Medford
- El Mercadito
- Noche de Cuentos
- FEAST Project
- Individual Development Account program

Obstacles

A few obstacles remain that hinder this organization's ability to achieve its ambitious goals, including:

- Development of organizational systems is needed to move forward efficiently
- More support in community engagement and canvassing is always needed.

FIREBRAND RESILIENCY COLLECTIVE
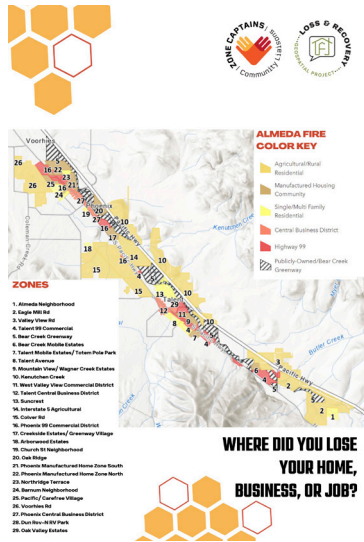
Firebrand Resiliency Collective

- Legislative work to improve recovery and preparedness
- Transparent and accessible recovery tracking
- Data-driven storytelling

Firebrand Resiliency Collective's work continues in the long trek towards recovery as well as regional preparedness. Ready NOW (Neighborhoods Organized for Wildfire) is a new branch of the organization, which aims to pivot the organizational priorities in order to help other communities at risk of wildfire to form bottom-up, resident-owned preparedness initiatives.

Future Plans

Moving forward, Firebrand Resiliency Collective will continue its presence at local events to educate, inform, and pinpoint remaining recovery needs in the community, as well as support implementation of ReOregon programs in the form of outreach and application support to survivors.

Obstacles

Firebrand Resiliency Collective's major obstacle is the lack of access to updated data. The organization requests help creating data-sharing agreements and Memorandums of Understanding (MOUs) between organizations to facilitate more collaboration and less competition as resources for recovery organizations dry up.

Organization Description

Firebrand Resiliency Collective is a 501c3 community-based organization with a mission to "support community solutions for long-term recovery resilience, and preparedness in the face of natural disasters." The organizational vision is to create resilient communities to better confront a changing climate, by placing affected populations at the center of transformative action.

Past & Current Projects

In the aftermath of the Almeda Fire, Firebrand Resiliency Collective was heavily involved in recovery and community engagement, including the following projects:

- Almeda Fire Zone Captains Program, which brings neighbors together in advocacy, elevating individual and systemic needs in a process that speeds up the rebuild while reducing costs and overcoming countless recovery obstacles
- Loss & Recovery Project, which established Recovery Zones to assist the community in understanding the particular recovery processes needed on a highly-localized basis
- Community engagement, surveying, public input on a number of recovery initiatives
- Advocacy and elevation of survivors into decision-making spaces

HABITAT FOR HUMANITY ROGUE VALLEY

Organization Description

Habitat for Humanity Rogue Valley is a non-profit organization developing and financing homes for low-income families in need of safe, decent, and affordable housing. The organization also develops and offers programming to support the repair and adaptability of low-income households to retain affordable housing units (critical repairs, ramps, and other timely community needs relating to housing).

Past & Current Projects

Following the Almeda and South Obenchain Fires, Habitat for Humanity Rogue Valley implemented a variety of projects, including:

- Tool Share, a program which provided resources for families recovering from the Almeda Fire to find PPE and supplies for cleanup and recovery. This program served 170 families, ending on October 31, 2020

- Furniture Center, a program which provided furniture, new beds and frames, new dressers and vouchers to families resettling after the disaster. Over 400 families were served before the program concluded in July 31, 2021

- Homeownership and Repair, a program that built and sold homes for fire-impacted families that qualified for the Habitat for Humanity homeownership program. Seven homes were built and sold to fire-impacted families

- Minor repairs and safe accessibility solutions for survivors resettling in new non-accommodating spaces. Multiple repairs and ramps were built for fire-impacted households

Habitat for Humanity Rogue Valley is currently building homes for three fire-impacted families. Additionally, the application portal is in preparation to reopen seeking another two families to serve.

Obstacles

Primary obstacles for Habitat for Humanity Rogue Valley include:

- Seeking land for building

- Finding new avenues and sources for identifying resources to invest in building homes for returning survivor families who qualify for the homeownership program

- Infrastructure (water, electric, sewer).

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JACKSON CARE CONNECT

Organization Description

Jackson Care Connect (JCC) is a nonprofit, local Coordinated Care Organization for Oregon Health Plan members and helps more than 63,000 residents of Jackson County access free physical, dental, mental health care, prescription drug coverage, and more. The organization's mission is to empower people and systems to improve the health, well-being, and equity for all people of Jackson County.

Past & Current Projects

After the 2020 fires, JCC was highly involved in recovery, including:

- Provided housing/shelter supports JCC members and their families (for a total of more than 300 individuals)

- Lifted limitations on the non-emergency medical transportation benefit, helping members evacuate fire zones and connect to services

- Helped survivors get replacements and refills on medication

- Replaced medical equipment members lost or had to leave behind, including oxygen tanks and diabetes meters

- Approved observation hospital stays for evacuees with fragile health

- Replaced phones and provided phone cards for JCC members

- Connected members to organizations with resources like computer access, help with insurance claims, emotional support and more

- Provided staff support to Jackson County Public Health to help the Latino/a/x community navigate the fallout of the fire; staffed Latinx workgroup to ensure services at The Connection Station were linguistically and culturally responsive

- Committed $500,000 in fire relief and affordable housing support. That support included a $50,000 allocation to the Housing Authority of Jackson County, to help fund a new position dedicated to the development of mobile and manufactured homes. Another $50,000 was allocated from the JCC's Community Advisory Council to seed a new fund dedicated to community housing solutions. Around $400,000 went to support community organizations providing direct fire relief and recovery support, with $200,000 earmarked specifically for housing assistance. Organizations awarded funding included the following: Phoenix Talent School district, United Way, Rogue Valley Council of Governments, Consumer Credit Counseling of Southern Oregon, St. Vincent de Paul, Maslow Project, Center for Nonprofit Legal Services, Habitat for Humanity, Rebuilding Together Rogue Valley, and Rogue Food Unites. JCC also donated $25,000 to the LTRG's Unmet Needs Round Table to help with efforts to assess and support the needs of fire survivors

- Allocated $100,000 in funding to Rogue Community Health to expand their community health workers and disaster case managers to include a housing related services. The initial target was to place fire survivors and families into transitional housing programs, supported housing and permanent housing

- Currently partnering with several organizations on a new supportive housing project in Jackson County. JCC recently secured $2.7 million in grant funding from the Oregon Health Authority to help support the project; this funding will augment the $4.1 million in funding the county is providing. Partners on this new project include the Housing Authority of Jackson County, City of Medford, Jackson County Health and Human Services, and ColumbiaCare Services. The project will include 30 units of supportive housing, including 1-bedroom and 2-bedroom units. In addition to grant writing support, JCC will be providing funding and technical assistance support, and is serving on the project team

Jackson Care Connect

- Serves on the Multi-Agency Coordinating Council focused on housing and resourcing as a result of the governor's emergency order

- Continues to support organizations that are serving fire survivors with Community Health Improvement Plan grants, including Coalición Fortaleza and Rogue Food Unites

Future Plans

Moving forward, JCC considers its priorities in recovery as follows:

- Increase emphasis on and investment in building development and ownership capacity among our community partners

- Expand offerings to meet requirements of new Medicaid waiver

- Prioritize rebuilding

- Adequately staff weather-related emergency shelters.

JACKSON COUNTY LIBRARY SERVICES

Organization Description

Jackson County Library Services (JCLS) serves the 220,000 residents of Jackson County with 15 branches. The mission of the Jackson County Library District is to connect everyone to information, ideas, and each other. Services include a wide range of children's, teen, and adult resources and collections physically and electronically. Outreach services are also provided, including book talks for elementary and middle school students, services for homebound patrons, and outreach to childcare centers.

Past & Current Projects

After the fires, JCLS created the Direct Access to Resources and Technology (DART) mobile technology service, attended monthly resource fairs for fire survivors, distributed surveys on library services during recovery, waived all replacement costs for library materials lost in the fires, and created a specialized hot-spot lending program for fire survivors in addition to the regular hot-spot lending program.

The DART service continues to support the Rogue Reimagined effort through attendance at events, outreach and resource fairs, and more. Fairs held by Rogue Community Health located at transitional housing communities are regularly attended and help to serve individuals who were displaced by the fires.

Jackson County Library District

Future Plans

Moving forward, there are multiple programs that are growing and evolving to help serve the community's needs. Additionally, Phoenix Library is planning to build an outdoor space with native plants, a pollinator garden, and beehive.

Obstacles

As a community-oriented service, JCLS is always looking for opportunities to serve Jackson County residents. As community priorities post-fire evolve, JCLS requests that the information loop between the community and service organizations continues, whether in the form of public meetings, outreach fairs, regular newsletters, panels, etc. Having updated information on work that is in progress and upcoming projects and priorities will help JCLS best be of service to the community.

LA CLINICA

Organization Description

La Clinica serves all people in the Rogue Valley, especially those who face barriers to care. Through exceptional, affordable, and compassionate care, La Clinica inspires the community to lead full and healthy lives. Thirty thousand people are served each year through the provision of medical, dental, behavioral health, pharmacy, outreach and learning services, across twenty-nine locations and by nearly 450 mission-driven employees.

Past & Current Projects

As a result of the fire, La Clinica improved the emergency response plans, the acute care clinic services, the mobile health center modeling and new unit, the community resource navigation; improved coordinated community resource knowledge organization-wide; continued the implementation of UniteUs as a communication/ referral tool; focused efforts in improving access to behavioral health and psychiatric support services; and developed specific on-site clinical services with a housing partner. La Clinica also launched new workforce programs in interpretation training and focused efforts on resilience, wellbeing, and skill building through a trauma-informed and equity focused lens.

As the organization continues to rebuild systems to pre-fire, pre-pandemic levels, primary focuses include workforce development, recruitment, retention and resilience. The new mobile health center planned to launch in early June 2023. There are current projects/plans and more in the future to grow our behavioral health services.

Future Plans

Services will continue to focus on medical, dental, behavioral health, pharmacy and workshops/ classes offered through The Learning Well. La Clinica is committed to partnering with community organizations to strengthen and complement these services.

La Clinica

OREGON STATE UNIVERSITY (OSU) EXTENSION

OSU Extension

Organization Description

Oregon State University (OSU) Extension is an organization that partners with local communities to provide trusted expertise and science-based knowledge to address critical issues and help every Oregonian thrive. Through its provision of programming and spaces where each person feels safe and welcome, OSU Extension is committed to creating positive change in their community.

Past & Current Projects

OSU Extension is currently in the process of publishing a completed curriculum called FireBright. This curriculum targets Career and Technical Education (CTE) High Schools students interested in careers in wildfire and understanding their role in helping their community for wildfire. The overall goal of this curriculum is to provide Oregon high schools with engaging, standards-based lessons that build upon existing natural resource courses and provide students an understanding of the dynamics of wildfire in the State of Oregon, and how they can be a part of the effort of developing more wildfire resilient communities.

Additionally, a bilingual publication of short actionable flashcards is nearing completion. "Nuestros Futuros en Nuestras Manos/Our Future in Our Hands" will be distributed with a special focus on local Latino communities. This publication is intended to provide easy steps that individuals can take in preparation for wildfire.

Obstacles

Moving forward with these preparatory publications, OSU Extension would like help ensuring the widespread distribution throughout the community.

PHOENIX-TALENT SCHOOLS COMMUNITY CARE DEPARTMENT

Phoenix-Talent Schools

Organization Description

The Community Care Department in the Phoenix-Talent School District's mission is to support the mental health and wellness of students by empowering families and connecting them to resources in the community that can help achieve this goal.

Past & Current Projects

The day after the Almeda Fire, the Phoenix-Talent School District asked teachers to contact each student individually to ensure their safety. During recovery, teachers worked to give students the technology they needed to continue their education, working with many organizations to make sure that the needs of families were covered in both the immediate and long-term.

The Phoenix-Talent School District is in the process of creating a Community Care Team whose focus is to stay on top of the needs of families so that students' mental health and wellness is supported at school and at home. In order to do that, basic needs must be met, including housing, food, health, and more. Families need these supports in order to achieve the bandwidth to focus on their children's mental health and wellness.

In May 2023, a health and wellness fair was held to share resources with the community and gain an updated vision of the remaining needs.

Other current projects include:

- Classes to help parents and children reconnect after the impact of the fires and the COVID-19 pandemic
- Family playgroups in elementary schools to acquaint parents with the school and each other in a casual setting
- Ivy Preschool through preschool promise
- Retreats for mothers focusing on empowerment, community leadership, and student involvement
- Secondary schools Community Care Specialist to work with the high school to break down barriers, like fees, that would prevent seniors from graduating

Future Plans

The school district is focused primarily on ensuring parents have the resources they need over the summer. One Community Care Specialist will be working over the summer and will continue to update the website with potential resources and act as a liaison for any other needs. The Community Care Department is simultaneously looking forward to next year to see what kind of supports need to be implemented to best provide services that families may need.

Obstacles

A few obstacles remain that hinder this organization's ability to achieve its ambitious goals, including:

- Housing; this is still the biggest need for families, many of which are still displaced
- Housing affordability
- Representation of diversity and respect of the region's multicultural demographics
- Determining the remaining needs of the community to best serve families.

ROGUE ACTION CENTER

Organization Description

The Rogue Action Center (RAC) was founded in 2017 as a community-based organizing group to effectively confront entrenched power structures rooted in white supremacy and exploitation, fill in local gaps in social justice organizing capacity, and to be a movement partner in the long-term effort to make progress on the racial and economic challenges the local community faces. The organization's mission is to build organizing infrastructure, leaders, and community power for a just, inclusive, and sustainable Southern Oregon for everyone.

Prior to the COVID-19 Pandemic and the wildfires in 2020, the RAC focused on the core issues of housing justice organizing and policy work, the LGBTQ+ Listening Project, and organizing for welcoming and inclusive communities where everyone can feel safe enough to participate in local civic life. Since 2020, the RAC has joined local partners to support wildfire survivors and organize for a recovery that brings all displaced families home as soon as possible.

Past & Current Projects

Building upon the lessons learned from the Almeda and South Obenchain Fires, the RAC along with community partners are launching the Disaster Relief Team (DRT) to empower communities to have the support, knowledge, and resources to recover from past disasters and prepare for any future disasters.

Based on principles of mutual aid, the DRT is building the infrastructure to bring critical supplies and infrastructure to a disaster area and rapidly deploy mutual aid support to affected communities in the immediate aftermath of a disaster. Mutual aid is based on a voluntary reciprocal exchange of resources and services for mutual benefit.

The RAC DRT team advocates for survivors of the Almeda Fire while maintaining systems and supplies to respond to future disasters. Providing support, knowledge, and resources, DRT is building capacity of local communities through training and strengthening community networks.

In collaboration with community partners (including Rogue Climate, Rogue Food Unites, Talent Maker City, and many more), DRT formed a mobile disaster response and preparedness team, laying the groundwork for bringing critical supplies and infrastructure to a disaster area and rapidly deploying mutual aid support to those affected. In the immediate aftermath of a disaster, DRT focuses on emergency shelter, bilingual communication, water, hygiene supplies, and food. Resources include a stocked utility truck with cooking accommodations, storage units of supplies including air filters throughout the region and drinking water strategically stored across four towns.

DRT has created a disaster preparedness curriculum designed to be community-led with a "train-the-trainers" model. In partnership with Coalición Fortaleza, DRT provides disaster preparedness education that is bilingual, multicultural, and regionally-specific. In collaboration with Oregon Spinal Cord Injury Connection, this education can be specific to wheelchair users: accessible and adaptable.

RAC has heard countless stories from those who are ineligible for recovery resources and many more for whom available resources are simply not enough to cover basic needs. While the work of social service organizations addressing the needs of fire survivors is essential, many of these organizations are constrained by rigid barriers and application processes. These constraints have excluded certain fire survivors from receiving aid. The RAC's community needs funding is nimble and adaptive to the diversity of needs individuals are facing throughout their recovery process.

ROGUE FOOD UNITES

Rogue Food Unites

Organization Description

Rogue Food Unites (RFU) uses food to heal individuals and communities during times of crisis. RFU coordinates with locally-invested food businesses to provide fresh, nutritious, local ingredients assembled and delivered to our communities through RFU coordination. While meeting the fundamental human right to food, RFU strengthens local economies, fostering collaboration, preserving jobs for residents, building resilience, and ensuring food security and sovereignty in Oregon and its communities.

Past & Current Projects

RFU had several post-fire projects, including the Solidarity card program to assist fire survivors in immediate and ongoing recovery, provision boxes, and starting up a no-cost, no-barrier farmer's market in late October 2022. RFU also delivered approximately 600,700 hot meals to recovery sites directly after the Almeda and Obenchain Fires.

Neighbors Unite Farmer's Market has expanded to 4 different locations in Jackson County including Talent, Phoenix, Medford, and Eagle Point. Since the start-up of the farmer's markets, Rogue Food Unites has distributed produce to more than 40,000 individuals.

Future Plans

RFU is working on getting a commercial kitchen built in order to make locally sourced, organic Meals, Ready-to-Eat (MREs) that will have a shelf life of 24 years.

Obstacles

A few obstacles remain that hinder this organization's ability to achieve its goals, including the need for more volunteer support for Neighbors Unite Farmer's Market, especially as elderly volunteers are not able to join in the heat of the summer months.

ROGUE VALLEY COMMUNITY ORGANIZATIONS ACTIVE IN DISASTER

Organization Description

The Rogue Valley Community Organizations Active in Disaster (RV COAD) acts as the Jackson and Josephine Counties' coordinating organization with local government agencies toward an organized, collaborative response to and recovery from disaster by Non-Governmental Organization (NGO), faith-based, and community organizations and individuals.

Past & Current Projects

RV COAD was and continues to be the designated connector for organizations in emergency management, on the ground at the county shelter, spontaneous volunteer collector, and volunteer utilization. Projects and programs include:

- Providing up-to-date information on events and services to over 2,000 signed up on the website and email list
- Arranging for and managing donations and storage of goods with RV COAD Member Organizations

RV COAD was also instrumental in having in place a plan to collect donations through United Way of Jackson County as well as links on the website to Member Organization's giving pages.

RV COAD

Currently, RV COAD is strengthening operations, collecting data, and expanding membership and readiness for the next disaster.

Future Plans

Moving forward, RV COAD is holding a tabletop exercise in November 2023 to put operations plans into action.

Obstacles

RV COAD hopes to connect with the JCC LTRG to enable funding for a coordinator who can help build a stronger organization.

ROGUE VALLEY TRANSPORTATION DISTRICT

Organization Description

Rogue Valley Transportation District (RVTD) is the public transportation provides in the Rogue Valley, with routes that serve Medford, Ashland, Central Point, Talent, Phoenix, White City, and Jacksonville. RVTD's mission is to provide quality public transportation, viewed by residents and visitors as a realistic and viable alternative to the personal automobile, and to thereby improve the quality of life in the Rogue Valley.

Past & Current Projects

In the immediate aftermath of the Almeda Fire, RVTD quickly rerouted transit lines to continue operating service to areas near the burn scar and continue to the provide needed transportation service for the community.

In the time since the fire, RVTD distributed nearly $20,000 in free fares to partner organizations working directly with community members displaced by the disaster. RVTD continues to provide free fare to partner organizations through the Low-Income Bus Pass Program which distributes $100,000 every biennium to non-profit organizations that serve low-income communities in the Rogue Valley. RVTD also operates the region's Transportation Options programs which help to educate residents of their travel options and helps break down mobility barriers.

Additionally, RVTD expanded the Veterans Bike Program to serve general community members. As part of this program, RVTD receives donated bicycles and, using volunteers, refurbishes and donates them to local families and individuals in need of transportation. Since 2020, RVTD has worked with partner organizations to donate dozens of refurbished bicycles to those affected by the wildfires.

Currently, RVTD is working to increase transit service and frequency on major transit lines to provide more convenient transit service to the Rogue Valley community. RVTD is continuing the Low-Income Bus Pass Program, working with twenty-two local non-profits to distribute $100,000 in free fare every biennium to low-income communities. RVTD recently implemented a new circulator route in Ashland, Route 17, which began operation in June 2023.

Additionally, RVTD is currently partnering with Firebrand Resiliency Collective and the JCC LTRG to provide a bus and driver for fire recovery tours, which take local elected officials, agency staff, volunteers, and residents to tour the housing and business recovery efforts made since the wildfires. RVTD has participated in three of the bus tours as a program partner.

Future Plans

RVTD continues to implement new service throughout its service area and pledges to continue finding ways to better serve the Rogue Valley community with convenient transit service.

SO HEALTH-E

Organization Description

SO Health-E was founded in 2014 as the Southern Oregon Regional Health Equity Coalition, one of several regional equity coalitions around the state supported by the Oregon Health Authority's Office of Equity and Inclusion. With the mission to seek systems change by creating community partnerships and together promoting health equity that center that voices of impacted community members, SO Health-E prioritizes health disparities for underrepresented populations including people of color, LGBTQ+ community members, people living with disabilities, and low-income community members in Jackson and Josephine Counties.

Past & Current Projects

After the Almeda and South Obenchain Fires, SO Health-E worked with partners (including Rogue Action Center, Rogue Climate, and others) to host fire relief centers in Talent and Phoenix for the first eleven months post-fire. SO Health-E and the aforementioned partners collectively raised and distributed direct aid to families in the form of gift cards, gas cards, supplies.

Additionally, the organization invested in community-led Recovery Projects such as Talent Mobile Estates. SO Health-E provided first and last months' rent, deposits, and, in some cases, down payments, for 60 Latino/a/x families

displaced by the fires to help get families back into stable housing and stay in their community.

SO Health-E designed and was the project lead for a bilingual survey in partnership with Oregon School of Health and Sciences University (OHSU) Nursing Program students, Rogue Climate, and Rogue Action Center. Fire survivors at the Mutual Aid Site in Phoenix were surveyed in order to align the organization's advocacy and policy decisions to best support the needs and priorities of displaced families.

In 2022, SO Health-E engaged with fire survivors at relief events, sharing resources and gathering community voices through the Community Needs Assessment. This input shaped the organization's priorities.

Housing remains the top priority in 2023. Through upstream advocacy, SO Health-E supports policy initiatives that support affordable housing options and provide funding to those in Jackson and Josephine Counties.

Future Plans

SO Health-E updated the Community Needs Assessment to focus more on housing needs, community justice, and food insecurities. Future goals include providing opportunities for the community to learn about potential local resources in both English and Spanish.

In Our Own Voices

Community Priorities of Almeda Wildfire Survivors | Report 2021

Summary of in-depth survey responses collected at the Phoenix-Talent Fire Relief Center located in Phoenix, Oregon between March and June 2021

SO Health-E | Rogue Action Center | Rogue Climate
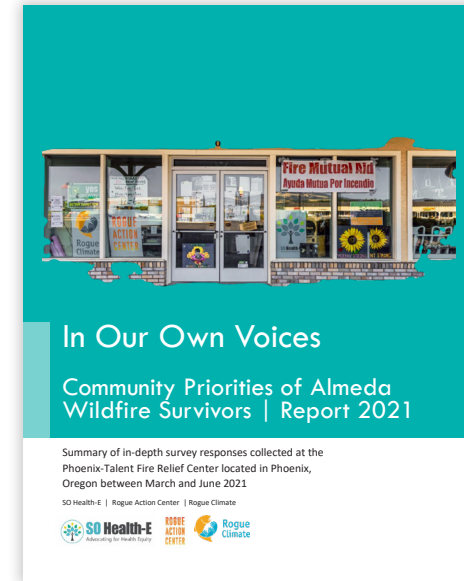
Obstacles

As an organization that is regularly in touch with Spanish-speaking individuals and families in the Rogue Valley, SO Health-E recognizes that finding and/or creating regionally-specific resources for Spanish speakers is a constant barrier. Receiving updates on rental housing availability, funding/grants that are available for future homeowners or those looking to rebuild, etc. via a regular multilingual newsletter would be a huge help.

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Appendix

PROJECT TERMINOLOGY

AARP
American Association of Retired Persons

AI
Artificial Intelligence

AMI
Area Median Income

BCD
Building Codes Division

BMR
Below Market Rate

BRIC
Building Resiliency Infrastructure and Communities

CAA
Community Action Agency

CBO
Community-Based Organization

CCO
Catholic Charities of Oregon, OR Coordinated Care Organization

CCR
Center for Community Resilience

CDBG-DR
Community Development Block Grant - Disaster Relief

CEF
Credit Enhancement Fund

CHA
Community Health Assessment

CHIP
Community Health Improvement Plan

COAD
Community Organizations Active in Disasters

CRP
Community Recovery Plan

CWPP
Community Wildfire Protection Plan

DCM
Disaster Case Manager

DLCD
Department of Land Conservation and Development

DPA
Down Payment Assistance

EDA
Economic Development Administration

EDLF
Entrepreneurial Development Loan Fund

ESRI
Environmental Systems Research Institute, Inc.

FACnet
Fire-Adapted Communities Network

FEMA
Federal Emergency Management Agency

FEMA VAL
Federal Emergency Management Agency Volunteer Agency Liaisons

FHA
Federal Housing Administration

FHWA
Federal Highway Administration

FMA
Flood Mitigation Assistance

GIS
Geographic Information System

HAJC
Housing Authority of Jackson County

HARP
Homeowner Assistance and Reconstruction Program

HOP
Homeownership Opportunities Program

HUD
Department of Housing and Urban Development

IBHS
Insurance Institute for Business & Home Safety

IPAWS
Integrated Public Alert and Warning System

JCC LTRG
Jackson County Community Long-Term Recovery Group

JCMH
Jackson County Mental Health

JRHA
Jefferson Regional Health Alliance

LDO
Land Development Ordinance

LIHTC
Low-Income Housing Tax Credit

LMI
Low- and Moderate-Income

MIHTC
Middle-Income Housing Tax Credit

MWAP
Municipal Wildfire Assistance Program

NFPA
National Fire Protection Association

NGO
Non-Governmental Organization

NOFO
Notice of Funding

OBDF
Oregon Business Development Fund

ODEM
Oregon Department of Emergency Management

ODHS
Oregon Department of Human Services

ODF
Oregon Department of Forestry

ODOT
Oregon Department of Transportation

OHCS
Oregon Housing and Community Services

OREM
Oregon Department of Human Services Office of Resilience and Emergency Management

ORSC
Oregon Residential Specialty Code

OSFM
Oregon State Fire Marshal

OSU
Oregon State University

PHURA
Phoenix Urban Renewal Agency

PIER
Planning, Infrastructure, and Economic Revitalization

PPE
Personal Protective Equipment

RCH
Rogue Community Health

R-LTRP
Regional Long-Term Recovery Plan

RFA
Request For Application

RP
Recovery Project

RV COAD
Rogue Valley Community Organizations Active in Disaster

RVCOG
Rogue Valley Council of Governments

RVFSN
Rogue Valley Food System Network

RVTD
Rogue Valley Transportation District

SBA
Small Business Administration

SBDC
Small Business Development Center

SDoH
Social Determinants of Health

SOFRC
Southern Oregon Forest Restoration Collaborative

SOREDI
Southern Oregon Regional Economic Development Initiative

TAP
Talent-Ashland-Phoenix

TGM
Transportation Growth Management

TURA
Talent Urban Renewal Agency

UGB
Urban Growth Boundary

UR
Urban Reserve

USDA
United States Department of Agriculture

WHO
World Health Organization

WUI
Wildland-Urban Interface

ENGAGEMENT SUMMARY

Community engagement is a foundational step in any disaster recovery process. When reimagining the Rogue Valley in the aftermath of the fires, it is important to bring stakeholders together, create partnerships with the public through feedback loops, and establish agreed-upon expectations for the future.

The twenty-one Recovery Projects were derived directly from the highest ranked and most often mentioned comments from residents and stakeholders. These potential Recovery Projects were then reviewed and approved through the Preference Polling process.

A variety of engagement tools and methodologies were launched at different stages throughout the creation of this R-LTRP in order to widen the engagement reach, establish feedback loops as the plan progressed, and accommodate multiple potential barriers for engagement (including, but not limited to, technology barriers, time barriers, language barriers, etc.). These tools included:

- Surveys (Online & Printed)
- Community Meetings (Virtual & In-Person)
- Idea Wall (Online)
- Interactive Map (Online)
- Preference Polling (Virtual & In-Person)
- Hello Lamp Post Phone Polling (Text Bot)

The following pages describe the type of engagement tool, feedback requests, and provide summaries of the results from each of these tools.

In-person engagement tool asking the public to help prioritize the potential list of Recovery Projects.

SURVEY RESULTS SUMMARY

Developed as a comprehensive, far-reaching method of engagement, the community survey was released both digitally and in print, with both English and Spanish versions, and distributed to thousands of Jackson County residents. The goal was to reach as many impacted Jackson County residents and stakeholders as possible with this survey, which covered a wide array of relevant topics. The size of the county, the sheer number of impacted populations, the lack of a single jurisdiction, and various social distancing protocols were all considerations in the creation of this engagement tool.

Because of its ease of use and intended diversity of audiences, the survey was designed to cover the broadest range of topics of all the engagement tools. The survey was organized in five categories that provided demographic data, remaining needs, and future goals. The categories were as follows:

- Respondent Information
- General Recovery
- Safety
- Housing
- Vitality

The survey was available to the public for 10 weeks total, from November 21, 2022 to January 30, 2023 and garnered 1,180 responses. Of these responses, approximately 9.35% were taken in Spanish. While this statistic does not necessarily accurately represent the number of primarily Spanish speakers that took the survey, it does indicate that many of the approximately 10% of Spanish-speaking Jackson County residents were able to successfully engage with this tool.

The following pages show the summarized results of each survey question. Some of the open text responses have been recorded in this document; the comments that appear here have been selected for their relevancy and representativeness of the remainder of the comments.

1. Tell us about yourself! I am....

IDENTITY

1172 *answered*

A current Jackson County resident, also prior to 2020
973 resp. **83 %**

A current Jackson County resident, new since 2020
65 resp. **5.5 %**

A former Jackson County resident, not returning
55 resp. **4.7 %**

A former Jackson County resident, planning to return
33 resp. **2.8 %**

A future resident (relocating, new to the area)
25 resp. **2.1 %**

Other
21 resp. **1.8 %**
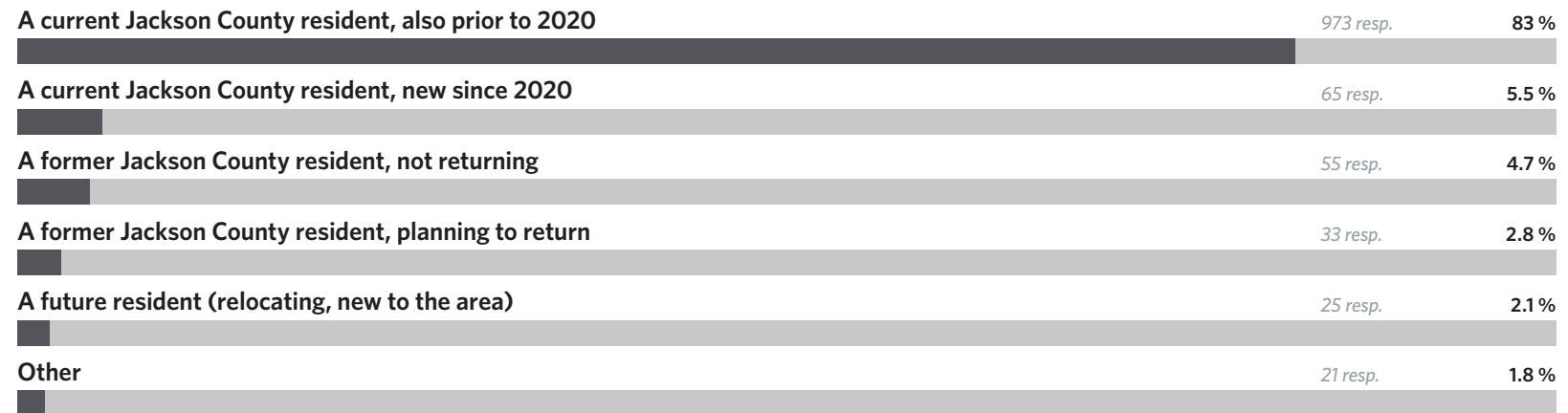
Answers included: Just visiting; Long-time visitor; Not sure about returning

ROGUE REIMAGINED R-LTRP / JACKSON COUNTY, OREGON

URBAN DESIGN ASSOCIATES

2. At the time of the fire, my zip code was...

IDENTITY

1030 *answered*

97501, 97502, 97504 (Medford) *335 resp.* **32.5 %**

Other *272 resp.* **26.4 %**

97540 (Talent) *176 resp.* **17.1 %**

97520 (Ashland) *145 resp.* **14.1 %**

97535 (Phoenix) *102 resp.* **9.9 %**
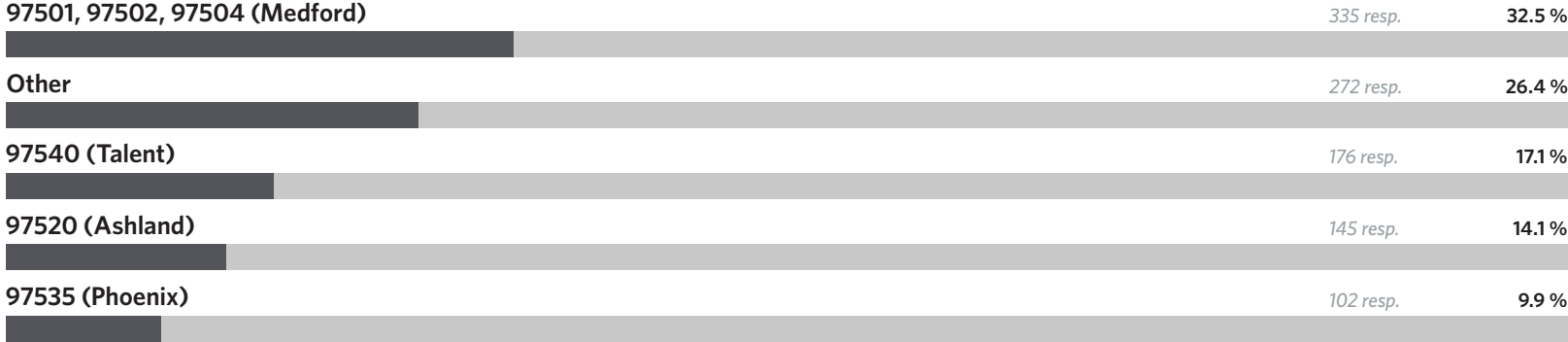
Answers included: 97503, 97601, 97603, 97524, 97525, etc.

IDENTITY

3. I am planning on staying in Jackson County.

1159 *answered*

Yes   *1016 resp.*   **87.7 %**

Undecided   *81 resp.*   **7 %**

No   *62 resp.*   **5.3 %**

4. How would you rate the quality of rebuilding efforts so far?

1142 answered

Over 59% of respondents view rebuilding efforts as satisfactory

EXTREMELY UNFAVORABLE   SOMEWHAT FAVORABLE   EXTREMELY FAVORABLE
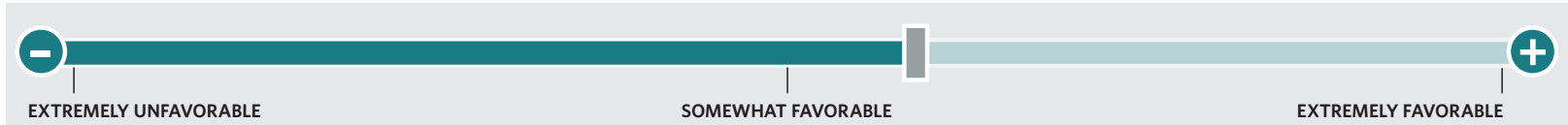
5. How would you rate the pace of rebuilding?

RECOVERY

1073 *answered*

Over 68% of respondents were satisfied with the pace of rebuilding

EXTREMELY UNFAVORABLE   SOMEWHAT FAVORABLE   EXTREMELY FAVORABLE
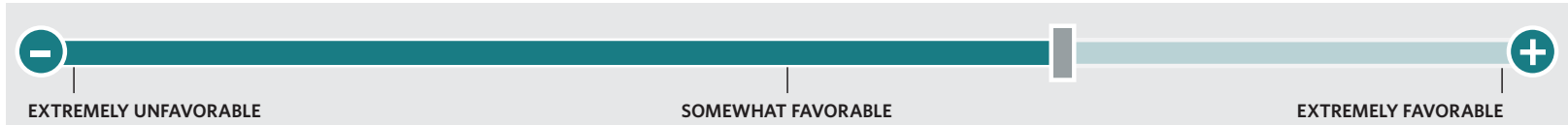
6. What are your top priorities for rebuilding? Check all that apply.

1148 respondants

Affordability of housing

750 resp. **65.3 %**

Reducing wildfire risk

613 resp. **53.4 %**

Improved evacuation routes

557 resp. **48.5 %**

Supplemental emergency notification siren

463 resp. **40.3 %**

Improvements to the Bear Creek Greenway

296 resp. **25.8 %**

Additional healthcare services

282 resp. **24.6 %**

Multilingual communications

236 resp. **21 %**

Other

82 resp. **7.1 %**

None of the above

4 resp. **0.34 %**
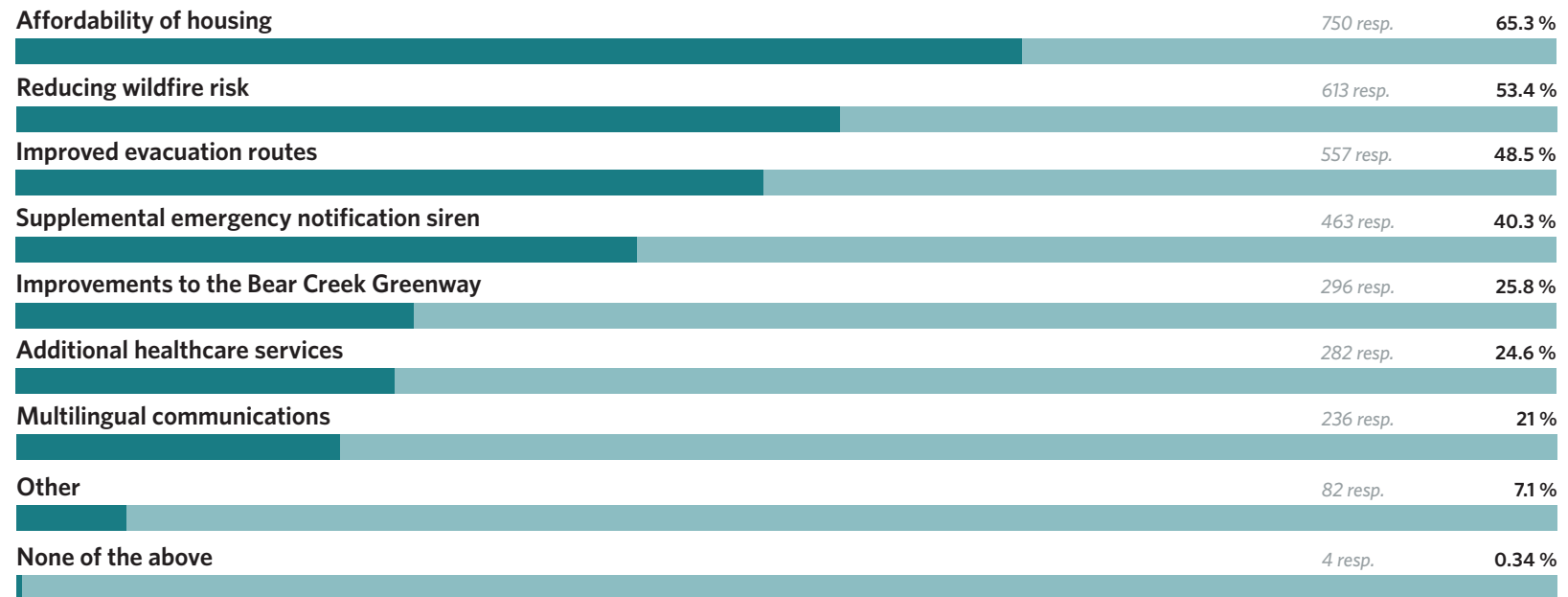
Answers included: Availability of housing; Climate resilience; Water quality; More awareness about continued risk of wildfires; Improved community planning; Priority to infrastructure; etc.

ROGUE REIMAGINED R-LTRP / JACKSON COUNTY, OREGON

URBAN DESIGN ASSOCIATES

SAFETY

7. How did you hear about evacuation orders for the Almeda and South Obenchain fires? Check all that apply.

1,123 *answers*

Friend, family member, or neighbor
539 resp. **48 %**

Everbridge phone call or text message
253 resp. **22.5 %**

Social media
246 resp. **21.9 %**

First responder
238 resp. **21.2 %**

TV or radio
130 resp. **11.6 %**

WhatsApp
50 resp. **4.5 %**

None of the above
76 resp. **6.7 %**

Other
142 resp. **12.6 %**
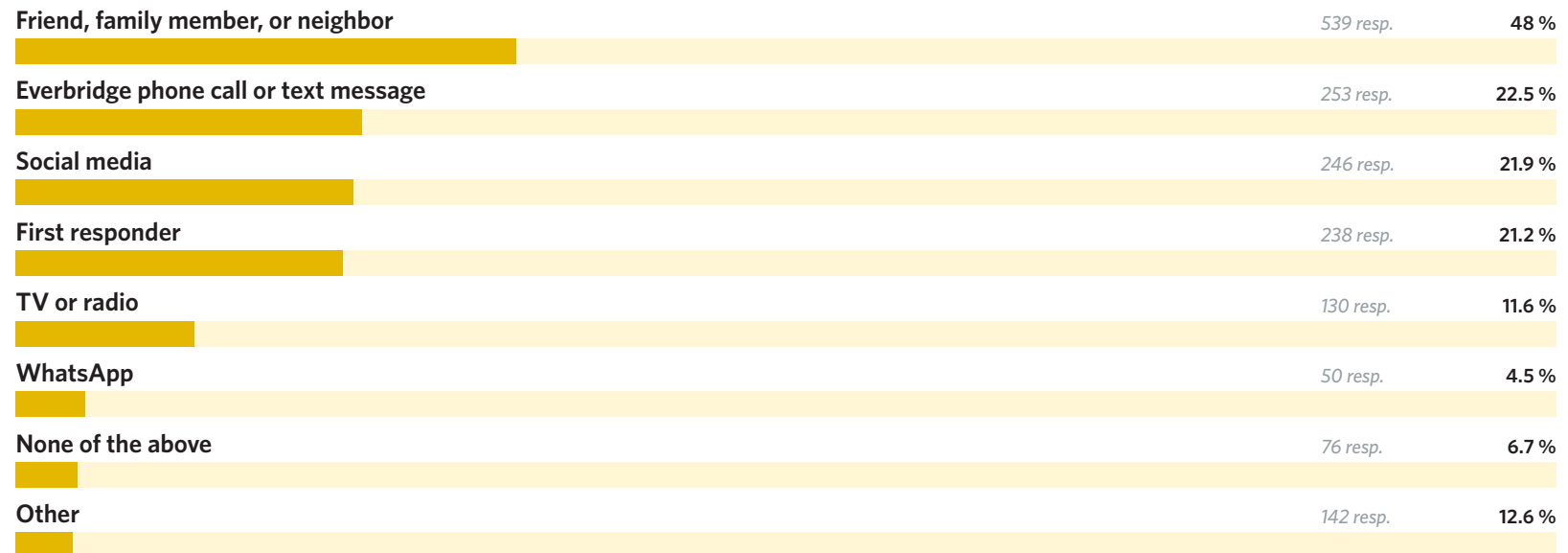
Answers included: Smelled smoke; Saw the fire; Saw the smoke; We evacuated before the order; @MedfordAlert on Twitter; Pets acting out; etc.

8. Should emergency alerts be supplemented with a second mass notification system, such as a siren?

SAFETY

1144 *answered*

Yes   925 resp.   **80.9 %**

Not sure   108 resp.   **12.3 %**

No   71 resp.   **7.6 %**

SAFETY

9. Have you been stuck in a traffic jam during a local evacuation?

1121 *answered*

Yes   *650 resp.*   **58 %**

No   *357 resp.*   **32 %**

Not applicable   *114 resp.*   **11.2 %**
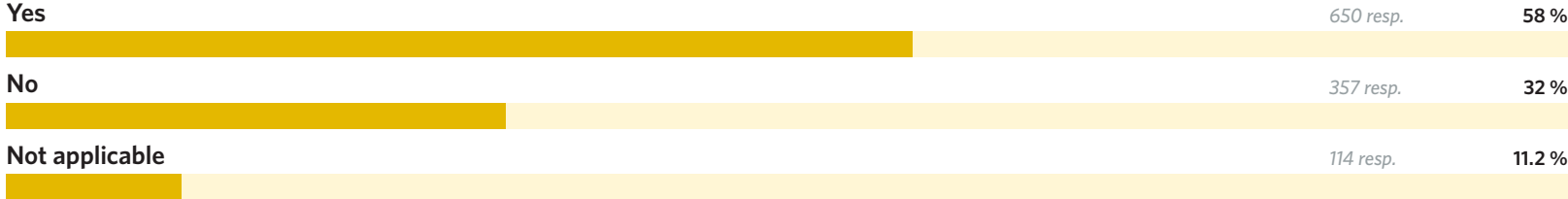
10. Do you feel that emergency evacuation routes throughout Jackson County are adequate?

1141 *answered*

No   543 resp.   **47.6 %**

Yes   294 resp.   **25.8 %**

Not sure   304 resp.   **26.6 %**
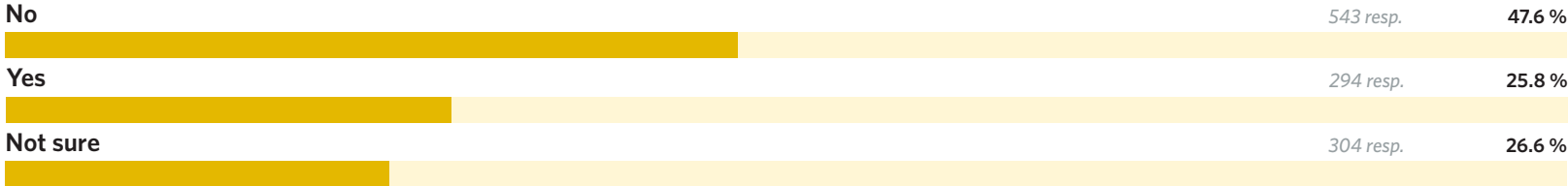
11. Rate your satisfaction with current state and local building codes in promoting fire-resistant construction.

1112 *answered*

Over 80% of respondents rated building codes favorably.

EXTREMELY UNFAVORABLE   SOMEWHAT FAVORABLE   EXTREMELY FAVORABLE
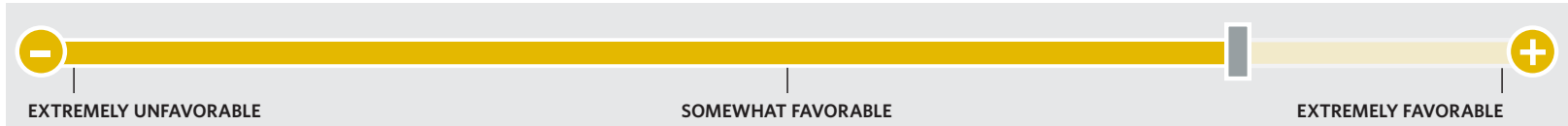
12. If you are a fire survivor, do you feel that you were provided enough information and/or support for rebuilding a safer home?

922 answered

Yes   *348 resp.*   **37.7 %**

No   *221 resp.*   **24 %**

Not applicable   *220 resp.*   **24 %**

Not sure   *133 resp.*   **14 %**

SAFETY
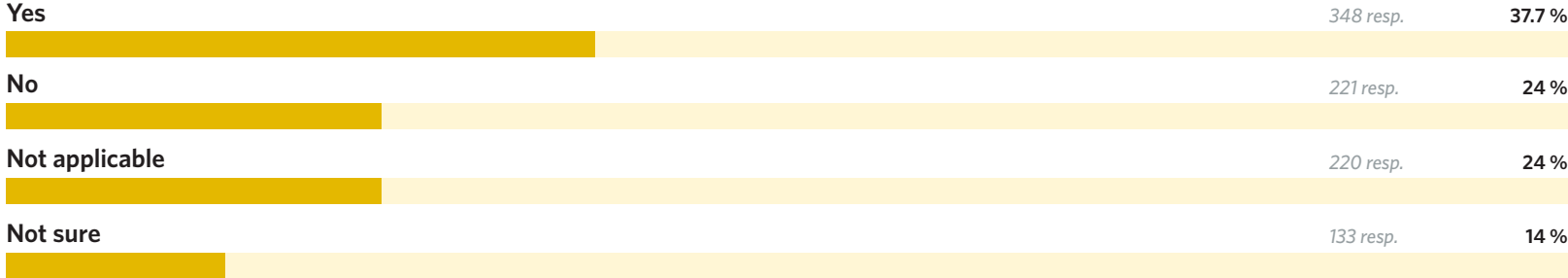
13. Rate your satisfaction with your neighborhood's vegetation (fuels) management in minimizing wildfire risk.

1108 *answered*

About 74.6% of respondents are satisfied with their neighborhood's fuels management.

EXTREMELY UNFAVORABLE   SOMEWHAT FAVORABLE   EXTREMELY FAVORABLE
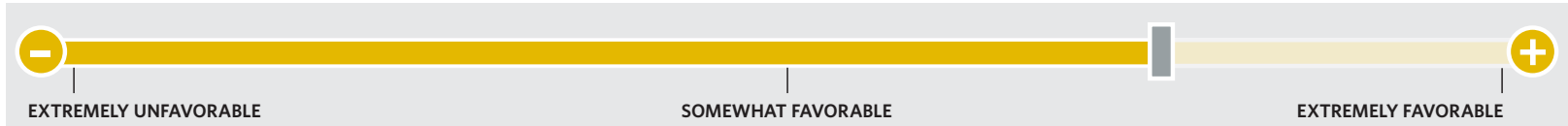
14. What is the biggest problem area you see in your community?

770 *answered*

SAFETY

Lack of housing, particularly affordable housing paired with the rising cost of living

Lack of communication about wildfire risk and emergencies

Lack of subsidy for homeowners to fireproof their homes despite prohibitively high cost of materials, labor, and insurance

We need better management of vegetation around our community

Need more and better evacuation routes

Lack of resources for our neighbors experiencing houselessness

Wood fences going up too close to buildings are potential fuel for wildfires

Not enough emergency services personnel

Bear Creek Greenway needs extensive vegetation management

Not enough affordable housing in the area

ROGUE REIMAGINED R-LTRP / JACKSON COUNTY, OREGON

URBAN DESIGN ASSOCIATES

15. Would you be willing to implement fire-hardening improvements to your home or property if the cost was reasonable?

1115 *answered*

SAFETY ⚠

Yes　　　　　　　　　　　　　　　　　　　　　　　　*893 resp.*　　**80.1 %**

Not sure　　　　　　　　　　　　　　　　　　　　　*101 resp.*　　**11.2 %**

No　　　　　　　　　　　　　　　　　　　　　　　　*80 resp.*　　**7.1 %**
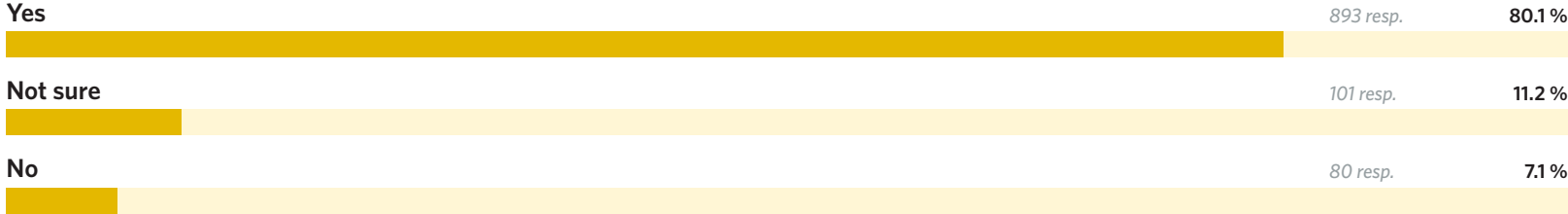
HOUSING

16. If you are a fire survivor, what kind of housing did you live in at the time of the fire?

1082 answered

Owner-occupied manufactured home in a park
322 resp.   **29.7 %**

Owner-occupied stick-built home or townhouse
288 resp.   **26.6 %**

Rental stick-built home or townhouse
169 resp.   **18.1 %**

Rental apartment
118 resp.   **10.9 %**

Other
84 resp.   **9.3 %**

Rental manufactured home in park
60 resp.   **5.5 %**

Houseless
12 resp.   **1.1 %**
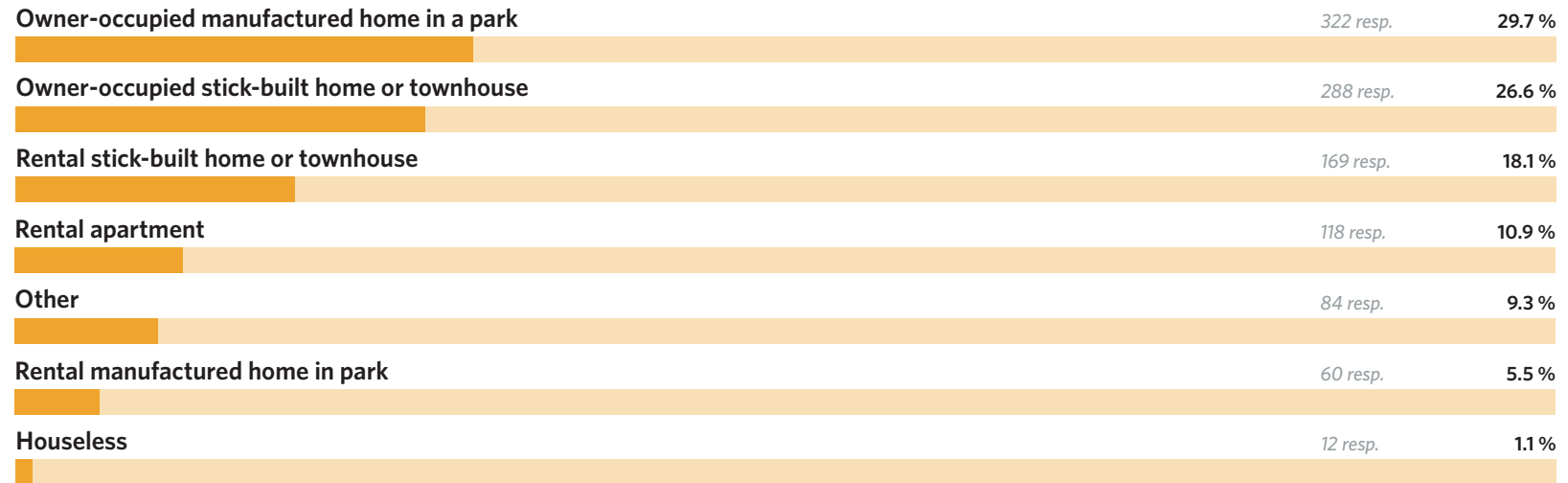
Answers included: Staying with a friend; Lived with family; etc.

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HOUSING

17. What is your current housing situation?

1109 *answered*

Owner-occupied stick-built home or townhouse
410 resp.   **37 %**

Owner-occupied manufactured home in a park
240 resp.   **21.6 %**

Rental apartment
147 resp.   **13.2 %**

Rental stick-built home or townhouse
143 resp.   **13 %**

Temporary housing (room, hotel, apartment, RV, FEMA trailer, AirBnB, etc.)
60 resp.   **6.6 %**

Other
66 resp.   **6 %**

Rental manufactured home in park
51 resp.   **4.6 %**

Houseless
10 resp.   **.9 %**
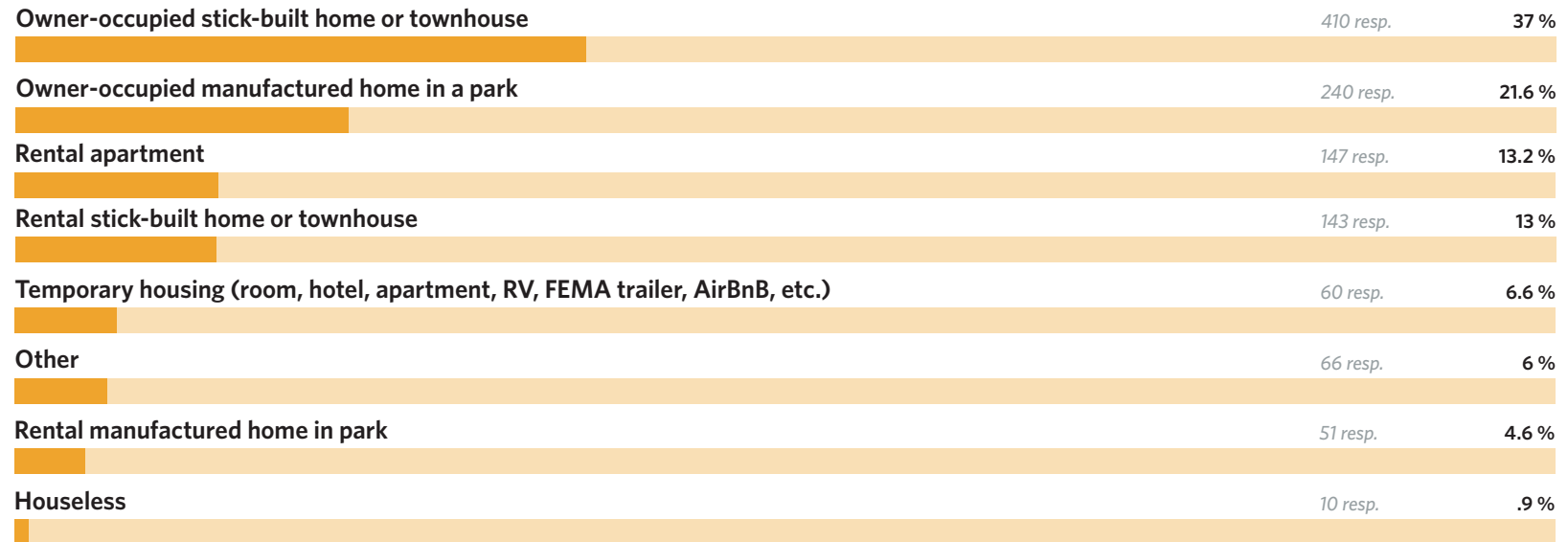
Answers included: Staying with a friend; Living with family; etc.

URBAN DESIGN ASSOCIATES

HOUSING

18. If you are a fire survivor and you have rebuilt or are planning to, do you plan to take advantage of the following energy efficiency or home-hardening incentives? Check all that apply.

825 *answered*

State Home Hardening grant   *352 resp.*   **42.7 %**

Department of Energy incentive   *286 resp.*   **34.6 %**

Energy Trust of Oregon incentive   *187 resp.*   **22.7%**
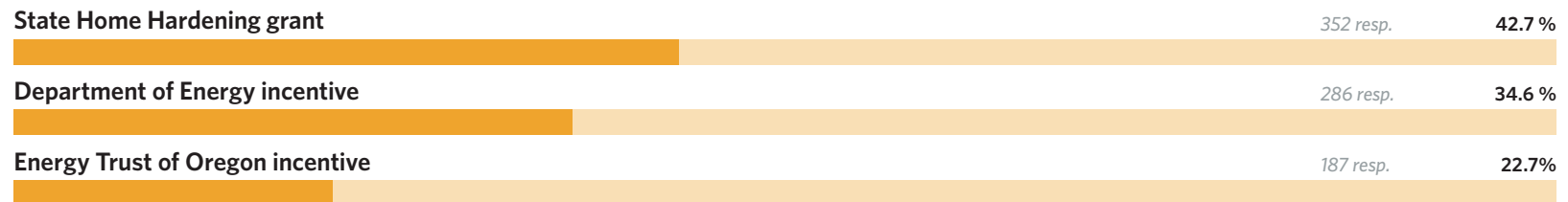
19. What do you see as the biggest challenge to rebuilding housing? Check all that apply.

1071 respondents

Cost of labor and materials
731 resp. **68.3 %**

Availability of homebuilders/laborers
452 resp. **42.2 %**

High interest rates
430 resp. **40.2 %**

Future cost of insurance
400 resp. **37.4 %**

Lack of financing options
348 resp. **32.4 %**

Fear of wildfire
310 resp. **29 %**

Time involved in designing/building a home
206 resp. **19.2 %**

Availability of new manufactured homes
214 resp. **20 %**

Contractor fraud
118 resp. **11 %**

Other
64 resp. **6 %**

Answers included: Lack of affordable options; Availability of housing; Delays with city/county offices to obtain necessary approvals/permits; Increased cost due to increased regulation; etc.

20. Do you feel you are priced out of the current local housing market?

HOUSING

1093 *answered*

Yes   672 *resp.*   **61.5 %**

No   224 *resp.*   **20.5%**

Not applicable   197 *resp.*   **18 %**

21. Have you been able to obtain renters' or homeowners' insurance since the fire?

1100 *answered*

HOUSING

Yes   659 resp.   **59.9 %**

Not applicable   266 resp.   **24.2 %**

No   175 resp.   **15.9 %**

22. Has the amount you pay for homeowners' or renters' insurance been raised substantially?

1103 *answered*

HOUSING

Yes   528 resp.   **47.9 %**

No   321 resp.   **29 %**

Not applicable   254 resp.   **23 %**
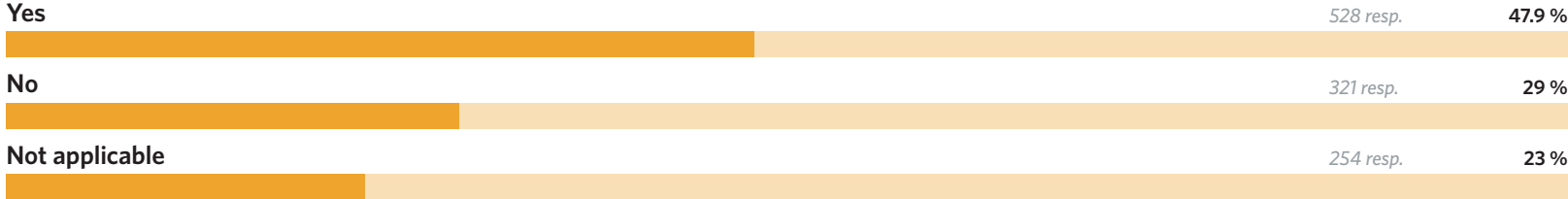
23. Select the important services and amenities to have near your home. Check all that apply.

1,077 *answers*

Daily shopping needs (grocery, pharmacy, goods)
957 resp. **89 %**

Restaurants
561 resp. **60.5 %**

Sidewalks along walkable streets
281 resp. **37.2 %**

Parks and recreation
356 resp. **33.1 %**

Walking/biking trails
318 resp. **29.5 %**

Walkable main street/downtown/business district(s)
306 resp. **28.4 %**

Public transportation
288 resp. **26.7 %**

Daily services (laundromat/dry cleaners, hair salons, fitness centers, etc.)
282 resp. **26.2 %**

Community events, festivals, gatherings
273 resp. **25.3 %**

Cultural amenities/venues (music, visual/performing arts)
221 resp. **20.5 %**

Childcare
163 resp. **15.1 %**

VITALITY

24. If you are a fire survivor, what are some of your unmet healthcare needs? Check all that apply.

773 answers

Not applicable   *187 resp.*   **45.6 %**

Urgent or immediate care services   *233 resp.*   **30.1 %**

Hospitalization and emergency room   *198 resp.*   **25.6 %**

Primary care services (family medicine, internal medicine, pediatrics, and women's health services)   *173 resp.*   **22.4 %**

Alcohol and substance misuse support (treatment, medication-assisted treatment, needle exchange, etc.)   *158 resp.*   **20.4 %**

Mental health services   *142 resp.*   **18.4 %**

Ambulance services   *127 resp.*   **16.4 %**

Other   *115 resp.*   **14.9 %**

Specialist services (dental, vision, cardiologist, endocrinologist, etc.)   *62 resp.*   **8 %**

Answers included: Healthy Food, Hospital Co-Pays are too High, Community Mental Health, Grief and anxiety counseling; etc.

ROGUE REIMAGINED R-LTRP / JACKSON COUNTY, OREGON

URBAN DESIGN ASSOCIATES

25. How important is fuel reduction (vegetation management) in the Bear Creek Greenway to lower fire risk?

1108 *answered*

Over 93% of respondents said fuel reduction at Bear Creek Greenway is important.

EXTREMELY UNIMPORTANT   SOMEWHAT IMPORTANT   EXTREMELY IMPORTANT
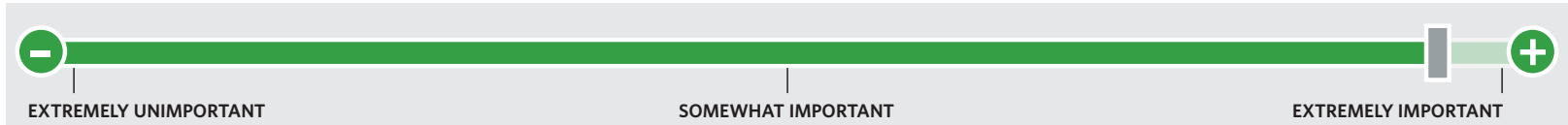
26. If your student is enrolled in the Phoenix-Talent School District, what supports are important to you? Check all that apply.

661 *respondents*

VITALITY

Reducing impacts of COVID-19 and Almeda fires on student learning
319 resp.   **48.3 %**

Housing in the PTS district
312 resp.   **47.2 %**

Food security
300 resp.   **45.4 %**

Transportation
307 resp.   **46.4 %**

Bilingual fire recovery workshops for families
285 resp.   **43.1 %**

Not applicable
211 resp.   **31.9 %**

Access to social-emotional and mental health supports
164 resp.   **24.8 %**

Access to after-school care and/or activities
146 resp.   **22.1 %**

School district communications (newsletters, emails, texts, etc.)
133 resp.   **20.1 %**

Other
5 resp.   **.8 %**

Answers included: Safe community; etc.

27. Do you feel that public transportation service in your community is adequate?

1095 *answered*

Yes   *516 resp.*   **47.1 %**

No   *325 resp.*   **29.7 %**

Not sure   *254 resp.*   **23.2 %**

VITALITY
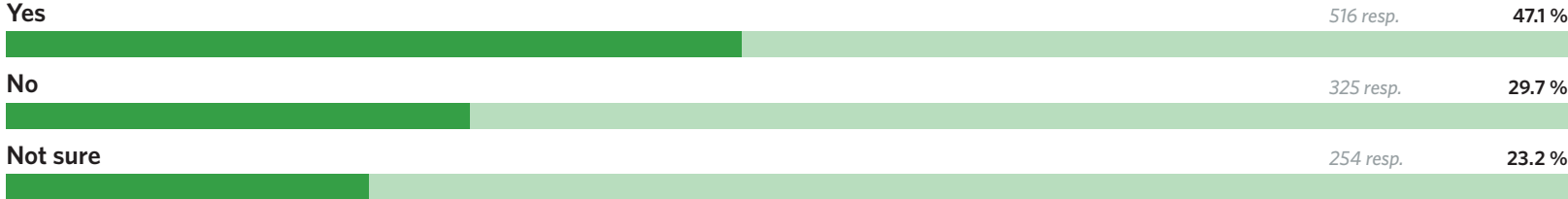
28. **What is a word to describe the future of the Rogue Valley that you want to see?**

553 *answered*

Safe

Growth

Compassionate

Better

Thriving

Comfortable

Resilient

Peaceful Diversity

Fire Safe

Affordable

Liveable

Housing

Sustainable

Clean

URBAN DESIGN ASSOCIATES

29. Additional comments, questions, and concerns?

VITALITY

233 *answered*

Bring the community together to show progress since the fire, learn from the past, and move forward as a united force

We look forward to seeing a promising Rogue Valley

I hope for a community where housing is built to be both affordable and physically supportive as I age

The Rogue Valley must be safe and affordable for all people, no matter their race or religion

Wildfire prevention starts with recovery and fuel reduction

The quick fire and police response saved my family

I am proud to be a part of the Rogue Valley, Jackson County area

Victims deserve financial aid and a healthier community with cleaner air

Safe, firewise, caring, and energized communities ready to care for EVERYONE

Focus on improving evacuations and affordable growth

SUMMARY OF COMMUNITY MEETINGS

Given the scope of impacted areas, the cross-jurisdictional community, and multilingual needs of attendees, multiple community meetings were held throughout the Listening phase. Both in-person and virtual options were provided for English and Spanish speakers. In-person events were spread out throughout Jackson County, hosted in the Talent Community Center, Phoenix High School, and the Upper Rogue Community Center in Shady Cove.

Each meeting began with brief introductions of the JCC LTRG and engagement teams as well as a presentation that explained the intent of the R-LTRP at this stage of recovery. This

was followed by break-out group discussions facilitated by members of the engagement team. Four questions covered a variety of topics:

- What are some of the good things that are part of rebuilding to date?
- What are the Rogue Valley's unmet needs?
- What ideas do you have for helping to adapt to the local fire risk?
- What is your #1 priority?

The following pages provide a summary of responses to these questions in order of frequency.

1. WHAT ARE SOME OF THE GOOD THINGS THAT ARE PART OF REBUILDING TO DATE?

HOUSING	
Response	**Tally**
New housing being built and innovative housing design	7
Opportunities for people to become homeowners/build homes	2
Newly-constructed buildings now include more fire-resistant materials (tar roofs instead of tin roofs)	2
Red Cross paying for motel rooms and housing	1
Rogue Community Health has transitional housing for survivors	1
Gateway Project came to life	1
Building of apartments for low-income residents	1
There's help with paying rent	1
There are opportunities to return to the areas we used to live (RV parks, Central Point, etc.)	1
Rebuilding in general	1
Speed of rebuilding	1

BUSINESSES	
Response	**Tally**
Businesses are reopening	1
Puck's reopening	1
Restaurants are reopening	1

SUPPORT	
Response	**Tally**
Working together with neighbors, taking a heightened, sincere responsibility for the historically marginalized/disenfranchised groups, empathy for the community	10
ACCESS programs and collaboration with CASA	3
Formation of Coalición Fortaleza	2
More grants and resources are becoming available	2
Pride in community "Phoenix Strong" and "Shady Cove Strong"	2
Zone Captain's program weekly meetings	1
Disaster case managers help people apply for different programs	1
Good state representation	1
Government/city agencies are helping out where they can	1
Firebrand Resiliency Collective invites local groups to discuss remaining needs and work together to find solutions	1
School programs like the Community Care Specialists	1
Rogue Food Unites food distribution	1
Empathy, support, and growth of the network from all over was positive for survivors	1
There has been more investment in emergency management	1
Help from the state and FEMA	1
We are still a family even after the tragedy	1

BIG PICTURE	
Response	**Tally**
Unity and generosity throughout the community	8
Heightened awareness of the real fire risk and connection to climate change	8
More resources are going towards forest management, fire monitoring/suppression technology, evacuation routes, emergency notification systems, growth, community planning, etc. and realization of potential risks	5
Progress is being made	3
Community mobilization and resilience	3
Collaboration between agencies, businesses, neighbors, and jurisdictions has become normal and necessary	3
There are growing support systems and resources	2
Growing motivation to become self-sufficient, protecting individual properties from fire risk	2
Creative problem-solving	2
Clean-up of damaged structures and trees seemed to be relatively quick and efficient	2
Broader vision of economic vitality	1
Younger leadership is stepping up and getting involved	1

2. WHAT ARE THE ROGUE VALLEY'S UNMET NEEDS?

HOUSING

Response	Tally
Need more affordable housing	6
Need to build back with fire-hardening principles in mind	6
Lack of enforcement regarding property maintenance and on-lot fuel reduction, especially with absentee landlords	6
High mortgage/loan payments/interest rates/rents	5
Lack of senior/accessible housing	3
Many people remain unhoused	2
More help is needed for the people who are on the border of eligibility for federal/state support	2
Housing being built back is primarily single-family, creating issues with affordability, density, etc.	2
Lack of housing availability	2
There is money to rebuild, but no money to fix housing problems on properties that need to be fire-hardened or typical maintenance to maintain livability	2
Many still lack home insurance (eligibility requirements are difficult to understand, there isn't enough information)	1
High cost of rebuilding	1
Need more options for permanent housing	1
Manufactured home prices paired with land lease costs create barriers for affordability	1
Homeownership programs have high barriers for participation	1

BUSINESSES

Response	Tally
Labor/staffing shortages in service industry and first-responders	2
There are affordability and space availability issues to replacing businesses that were lost	2
Talent needs help with business recovery	1
Re-employment of business owners and employees who lost their businesses is slow	1
Lack of workforce training regionally	1
Permit issues	1
Need more childcare resources	1
Need more contractors	1
Need to revive the local tourism	1
Need more mental health services	1

SUPPORT	
Response	**Tally**
Singular, clear communication of active fire risks, alarm systems, evacuation protocols, etc. needs to be improved	9
Need to improve Spanish-language outreach	6
FEMA-recommended SBA loan system was inconsistently awarded and difficult to navigate	4
Need more mental health resources, trauma-informed approach from immediate disaster responders, and support systems for all community members, including Spanish speakers, children, etc.	4
Need more transparency and support to navigate complex resource opportunities from federal, state, local, private sources	3
Need to improve awareness of continuing fire risk, disseminating information on potential resources	2
Some communities are resistant to committing resources to fire-hardening and post-fire recovery policies	1
Food scarcity remains an issue	1
Ensure diversity and equity in decision-making	1
Need pro bono lawyers that can help protect residents	1
Need more advocation for accessibility	1
Loss of communities means loss of interpersonal support systems, including childcare, friends, family	1
Need more funding for transportation	1
Need more home hardening grants/incentives	1

BIG PICTURE	
Response	**Tally**
There is an overall lack of knowledge about fire preparedness and risk prevention	10
Need to create more firebreaks, encourage fuel reduction in public areas, management of federal land, and creation of defensible spaces	8
Need a better evacuation plan, with fire-hardened places of refuge, redundant evacuation routes, etc.	7
Opportunity to rethink community values, including pedestrian infrastructure, accessibility, safety, etc.	2
Need to improve landscaped environment, including pollinator gardens, community gardens, native plants, etc.	2
There are still many people who need help, short- and long-term	2
Encourage sustainability, continuity, and community	1
Need to think about community health	1
Need to bring back the quaint, friendly character of the small towns, businesses, and communities we lost	1
There is still a lot that needs to be rebuilt	1

3. WHAT IDEAS DO YOU HAVE FOR HELPING TO ADAPT TO THE LOCAL FIRE RISK?

BUILDINGS	
Response	**Tally**
Incentivize residential fire-hardening and educate homeowners	6
Enforce/incentivize the use of fire-resistant building materials and landscaping, creating and maintaining defensible spaces around the home	6
Create, implement, and publicize an emergency response plan	2
Increase access to home insurance	2
Consider WUI standards in all planning	1
Require replacing gas stoves with electric stoves	1
Follow lead of Butte Falls, which purchased and manages land around the city as a firebreak	1
Involve renters in the conversation about creating and maintaining defensible spaces and fire-hardening methods	1

INFRASTRUCTURE	
Response	**Tally**
Create a clear evacuation plan with pre-determined routes, places of refuge, etc.	7
Improve functionality of water infrastructure, hydrants	4
Create more programs/support systems to assist the "missing middle" of people who don't qualify for assistance (food stamps, housing vouchers, etc.)	1

COMMUNICATION

Response	Tally
Create a universal, mass alert system (phone, siren, etc.) across the entire county	6
Dedicate communication platforms (TV, social media, etc.), personnel, resources to emergency response	4
Educate adults and school-aged children about fire safety, climate change and its impact on wildfire risk	4
Encourage residents to prepare (3-day emergency kits, copying important documents, etc.)	3
Improve Spanish language communications	1
Require neighborhoods to create and publicize approved evacuation plans	1
Encourage collaboration between jurisdictions	1
Improve trauma-informed support at every stage of recovery	1

ENVIRONMENT

Response	Tally
Implement a more robust system of fuel reduction, on properties, in public spaces, and especially in the Bear Creek Greenway	7
Encourage planting of native species	3
Implement system of controlled burns to reduce wildfire risk	3
Promote public art	1
Implement systems to control erosion	1

4. WHAT IS YOUR #1 PRIORITY?

HOUSING	
Response	**Tally**
Increase affordability of homes	9
Find affordable/low-income rental housing	6
Provide permanent housing for all	5
Increase availability of homes	5
Implement building standards for fire-hardening on homes	4
Curb gentrification in Ashland and Phoenix	2
Secure financial assistance/support	2
Create more efficient paperwork processing systems (permits, legal services, legal assistance)	2
House and support the unhoused populations	2
Create system for owners of manufactured homes to grow into homeownership of long-term leased property	1
Lower cost of utilities	1
Lower cost of insurance	1
Improve the planning process for new housing developments	1
Improve architectural character of new housing	1
Identify resources for home modifications for accessibility	1
Educate property management companies about fire-hardening	1

BUSINESSES	
Response	**Tally**
Secure funding for rebuilding businesses	2
Improve access to and affordability of childcare	1

SUPPORT	
Response	**Tally**
Improve Spanish-language communications	5
Improve emergency notification system (sirens, information dissemination, etc.)	3
Empower the community	3
Support people with mixed citizenship status	3
Improve evacuation routes and planning	2
Improve all infrastructure (streets, water, etc.)	2
Provide and improve access to mental health counseling; trauma-informed care at all stages of recovery	2
Provide job training	1

BIG PICTURE	
Response	**Tally**
Educate and encourage emergency preparedness	6
Manage environmental systems and fire risks (fuels management, firebreaks, WUI standards, etc.)	5
Consider community resiliency in the face of climate change	3
Protect the natural environment	1

IDEA WALL RESULTS SUMMARY

The online idea wall provided space for residents and local stakeholders to provide feedback without attending an in-person engagement session. The idea wall covered three topics:

- Recover
- Rebuild
- Reimagine

Within each of these topics, several prompt questions were provided to guide the conversation. In addition to their own comments, residents could interact with comments left by other individuals by up-voting for comments they liked, down-voting for comments they did not like, and providing additional suggestions through a reply, creating a collaborative conversation.

Biggest priority is the funding to the housing projects.

Community first. I would like to see this community 'reimagined' in a way that is by community, for community. To me this means more areas where community can come together and grow stronger... to truly grow community, we need to all engage in the rebirth of this area.

More parks, more green space, more small businesses, more cultural events

It seems to be taking a long time for the clean up and rebuild. I'm sure there must be significant protocols that must be followed. This is in no way a criticism, just an observation. I'm sure we were all in shock of how fast the fire spread and how devastating it was...

There is a significant amount of existing housing stock that has fallen into various states of disrepair and neglect due to years of deferred maintenance. Fire survivors scrambled to get rehoused in the aftermath of the fires, purchasing homes sight unseen, without inspections, all cash offers...

I would love to see community garden and community compost for both food security/health, and as a climate action (carbon draw-down, and local food systems)

♥ Recover

⚒ Rebuild

💡 Reimagine
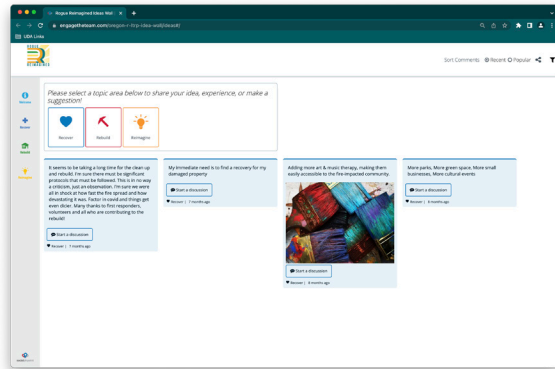
Recover

In the "Recover" section of the Idea Wall, participants were asked to respond to the following prompt and questions:

"After the fires, many impacted community members began the process of recovery. We'd like to better understand your personal and community recovery experience.

- How have you felt about the speed of recovery?
- What were your needs immediately following the fires?
- What are your remaining needs today?"
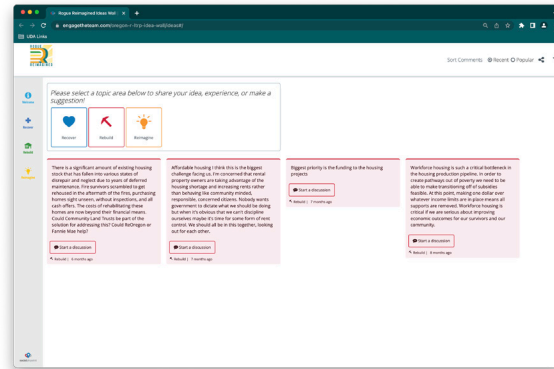
Rebuild

In the "Rebuild" section of the Idea Wall, participants were asked to respond to the following prompt and questions:

"Housing is very important for stability and well-being. The high level of destruction from the fires requires a lot of resources and effort to rebuild. Increasing housing supply, maintaining affordability and quality, ensuring safety and providing access to rental and homeownership is critical for a resilient future. We would like to hear your views about the current and future efforts to rebuild the Rogue Valley, and how we can meet the needs of our community!

- What is your biggest priority for rebuilding housing, businesses, and amenities?
- Is finding and maintaining a place to live in this region affordable?"
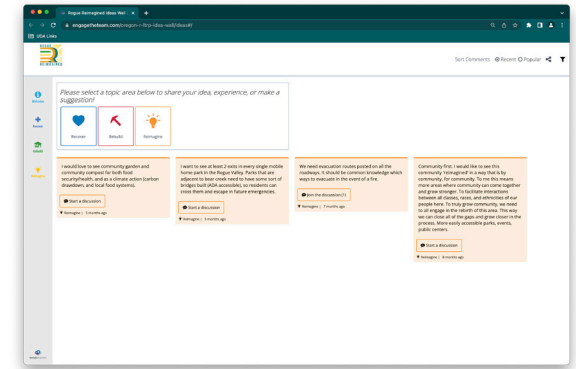
Reimagine

In the "Recover" section of the Idea Wall, participants were asked to respond to the following prompt and questions:

"Today we can consider big picture visions for more resilient, inclusive, and equitable future for the Rogue Valley.

- What are your long-term hopes for the region, and what steps do you believe are important to reach that vision?
- What will the Rogue Valley look like in ten years? Who lives here, what services, amenities, and destinations will be available? Who/what will our culture represent?
- What do you wish your neighborhood had?
- How will you overcome the biggest obstacles to attaining a more resilient future?"

INTERACTIVE MAP
RESULTS SUMMARY

The online interactive map served as a digital tool for place-based feedback about the recovery process. For those who were unable to participate in any of the in-person public meetings, the interactive map provided an opportunity to still engage with the Rogue Reimagined process. Utilizing the ten comment categories, residents and stakeholders could select the comment category they were interested in providing feedback for, and drag a pin on the map to the exact location that their comment applied to. Those comment categories included the following:

- Something I Love
- My Bright Idea
- Just a Suggestion
- Let's Fix This
- Affordable Housing
- First Time Home Buyers
- Vegetation Management
- Mom and Pop Retail
- Public Transport
- Healthcare.

Comment Categories

♥ Something I Love

💡 My Bright Idea

💬 Just a Suggestion

❗ Let's Fix This

🏠 Affordable Housing

🏡 First-Time Home Buyers

🌿 Vegetation Management

$ Mom and Pop Retail

🚌 Public Transport

🚑 Healthcare

Comment Breakdown by Category

6.7% Mom and Pop Retail

13.3% Just a Suggestion

20% Vegetation Management

20% Something I Love

13.3% Let's Fix This

6.7% Affordable Housing
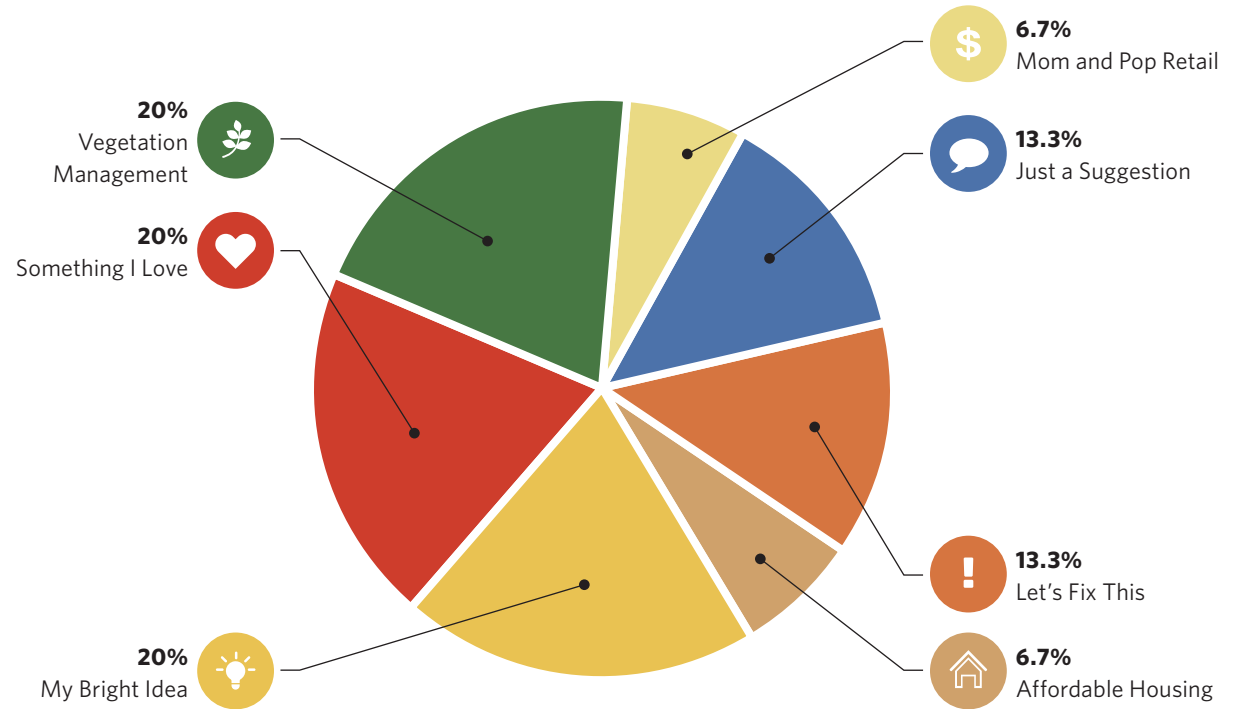
20% My Bright Idea

Of all the comments received on the Interactive Map, a majority of the comments were in the Vegetation Management (20%), Something I Love (20%), and My Bright Idea (20%) categories.

Comments in Phoenix
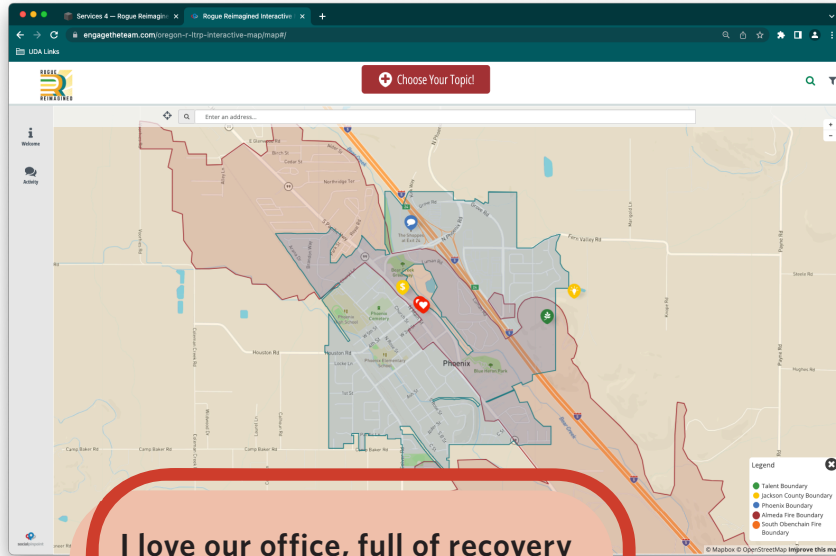
I love our office, full of recovery resources for survivors and preparedness resources for the rest of our community!... Such a terrific cluster of businesses. Great spot to meander and connect with community.

Comments in Talent
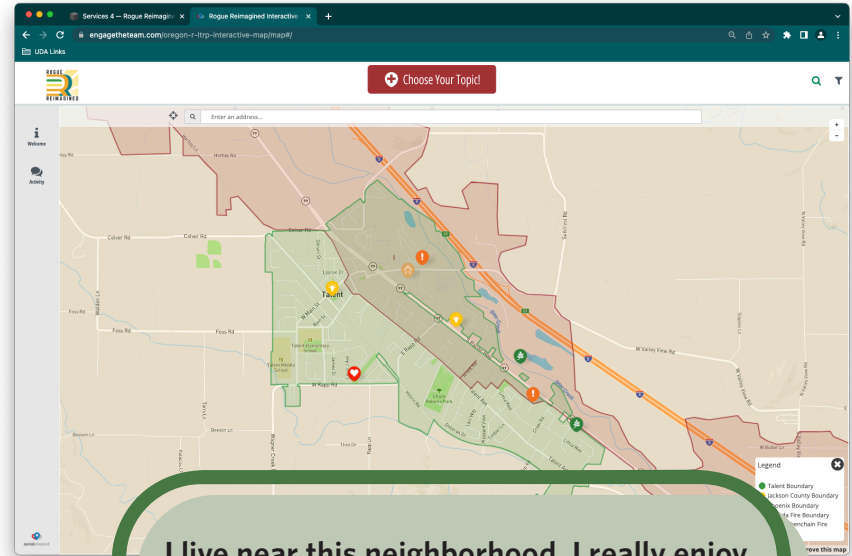
I live near this neighborhood. I really enjoy walking my dog through this undeveloped plot of land. I am not sure if anyone owns it. It certainly has not been maintained at all throughout the year that I have been in this area... the majority of the plot is weeds and grass, seems like a hot spot if there was a future fire.

PREFERENCE POLLING RESULTS SUMMARY

After months of community engagement and creation of the first draft of Recovery Projects, the preliminary list of potential Recovery Projects was shared with the public in the spring and summer of 2023. At this stage, it was important for the engagement to focus on general principles of each project. The JCC LTRG engagement team attended public meetings, stakeholder meetings, and local events with boards and phone polling software that allowed the community to read a brief description of each project and use green or red stickers to indicate their overall preferences.

The following pages show a summarized version of community and stakeholder preferences as indicated by green (thumbs up) and red (thumbs down) dots. Both the in-person phone polling and in-person boards are counted.

Overall, most projects were positively received by the community and stakeholders.

WELCOME

to the Rogue Reimagined Potential Recovery Project Polling Fair

BIENVENIDOS

a la Feria Electoral de Proyectos de Recuperación de Rogue Reimaginado

JACKSON COUNTY COMMUNITY LONG-TERM RECOVERY GROUP

What is a Recovery Project?

A Recovery Project is an actionable project that breaks down big goals into manageable, implementable pieces. We're thinking big here in the Rogue Valley! Strategizing how to achieve those goals is the first step.

Each Recovery Project will be categorized by priority level and will assign a project advocate. Potential funding resources, support organizations, and action steps will follow.

How can I participate?

We are here to listen! The boards you see today are all **POTENTIAL** Recovery Projects that have emerged as important topics from the last 6 months of community engagement.

Let us know what you think about each project by leaving a sticky note or green/red sticker on each board. Your feedback will help shape the future of the Rogue Valley.

Let us know what you think!

● = I like this idea
● = I don't like this idea

¿Qué es un Proyecto de Recuperación?

Un Proyecto de Recuperación es un proyecto práctico que divide los objetivos grandes en partes manejables y ejecutables. En Rogue Valley pensamos a lo grande. El primer paso es elaborar una estrategia para alcanzar esos objetivos.

Cada Proyecto de Recuperación se clasificará por nivel de prioridad y se le asignará un defensor del proyecto. A continuación se indicarán los posibles recursos de financiación, las organizaciones de apoyo y los pasos a seguir.

¿Cómo puedo participar?

Estamos aquí para escuchar. Los tableros que ve hoy son todos Proyectos **POTENCIALES** de Recuperación que han surgido como temas importantes en los últimos 6 meses de compromiso de la comunidad.

Háganos saber lo que piensa de cada proyecto dejando una nota adhesiva o una pegatina verde/roja en cada tablón. Sus comentarios ayudarán a dar forma al futuro de Rogue Valley.

Díganos qué le parece
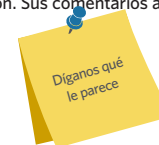
● = Me gusta esta idea
● = No me gusta esta idea

RECOVERY PROJECTS: POST-FIRE RECOVERY (1–7)
PROYECTOS DE RECUPERACIÓN: RECUPERACIÓN POST-INCENDIO (1–7)

1. Enfocarse en Proveer Viviendas por Debajo del Precio del Mercado

Proveer propiedad de viviendas por debajo del precio del mercado (de bajos ingresos, de ingresos moderados, asequibles y para trabajadores) para propietarios anteriores y actuales que sean sobrevivientes de los incendios.

2. Acelerar el Desarrollo de Viviendas Asequibles

Acelerar la creación de viviendas asequibles tanto dentro de la huella del incendio de Almeda como en otras áreas desarrolladas del condado de Jackson.

3. Apoyar la Compra de Vivienda por Primera Vez

Crear opciones para permitir que las personas afectadas por los incendios puedan ser propietarios de vivienda.

4. Reducir los Precios de Seguros.

Promover estándares de reducción de riesgos de incendios forestales para reducir los precios de seguros residenciales.

5. Reconstruir Negocios Tradicionales

Apoyar viviendas de propiedad por debajo de la tasa de mercado (de bajos ingresos, de ingresos moderados, asequibles y para trabajadores) para propietarios anteriores y actuales.

6. Aprovechar la Abilidad de las Ciudades para Acelerar la Reurbanización

Utilizar herramientas de revitalización urbana para crear condiciones que puedan producir o acelerar un futuro desarrollo comercial favorable.

7. Proporcionar Servicios de Salud Mental a Largo Plazo

Proporcionar servicios de salud mental a largo plazo para los sobrevivientes de incendios forestales.

1. Focus on Below Market-Rate Ownership Housing

Support below market-rate (low-income, moderate-income, attainable and workforce) ownership housing for former and current homeowners who are fire survivors.

2. Accelerate Development of Affordable Housing

Speed up the creation of affordable housing both within the Almeda Fire footprint and other developed areas of Jackson County.

3. Support First-Time Homebuyers

Create options to allow renters who are fire survivors to own a home.

4. Reduce Insurance Premiums

Promote wildfire risk reduction standards as a potential approach to reducing residential insurance premiums

5. Build Back Brick-and-Mortar Businesses

Support infill commercial development along the Highway 99 corridor and Phoenix's and Talent's downtown areas.

6. Leverage the Cities' Ability to Boost Redevelopment

Utilize urban revitalization tools to create conditions likely to produce or hasten favorable future commercial development.

7. Provide for Long-Term Behavioral Health Services

Provide for long-term behavioral health services for wildfire survivors.

Post-Fire Recovery

JACKSON COUNTY COMMUNITY LONG-TERM RECOVERY GROUP

ROGUE REIMAGINED

RECOVERY PROJECTS: LONG-TERM ADAPTATION (8–14)
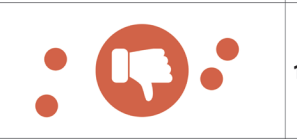## PROYECTOS DE RECUPERACIÓN: ADAPTACIÓN A LARGO PLAZO (8–14)

8. **Crear Cortafuegos**
Implementar y mantener cortes de combustible entre las áreas urbanizadas y las áreas silvestres para reducir el riesgo de incendios.

8. **Create Firebreaks**
Implement and maintain fuel breaks between urbanized areas and the wildlands to reduce fire risk.

9. **Mejorar la Seguridad Contra Incendios en las Rutas de Evacuación**
Hacer un estudio de tráfico para producir datos para obtener financiación, la cual se utilizara para mejoras a lo largo de las rutas principales de evacuación.

9. **Improve Fire Safety on Evacuation Routes**
Commission a traffic study that would provide the verifiable data needed to seek funding for improvements along main evacuation routes.

10. **Fortalecer los Sistemas de Notificación de Emergencias**
Cree un sistema de notificación de emergencia de varias capas/redundante.

10. **Strengthen Emergency Notification Systems**
Create a multi-layered/redundant Emergency Notification System.

11. **Fomentar Calles Conectadas**
Promover calles conectadas con un mínimo de dos vías de entrada y salida para todas las áreas desarrolladas.

11. **Encourage Connected Streets**
Promote connected streets with a minimum of two ways in and out for all developed areas.

12. **Establecer Estándares Para Paisajismo Seguro Contra Incendios**
Establecer estándares uniformes de espacios defendible.

12. **Set Standards for Firesafe Landscaping**
Establish uniform defensible space standards.

13. **Promover Viviendas Resistentes al Fuego**
Implementar disposiciones de construcción de incendios forestales en el Código de Especialidad Residencial de Oregón.

13. **Promote Fire-Resistant Homes**
Implement the wildfire construction provisions in the Oregon Residential Specialty Code.

14. **Apoyar la Educación Sobre Seguridad Contra Incendios**
Establecer programas educativos para promoveer la construcción contra incendios, paisajismo resistente al fuego y espacios defendibles.

14. **Support Firesafe Education**
Establish more robust and better-funded education programs to train residents about firesafe construction, fire-resistant landscaping, and defensible space.

Long-Term Adaptation

JACKSON COUNTY COMMUNITY
LONG-TERM RECOVERY GROUP

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RECOVERY PROJECTS: REGIONAL RESILIENCY (15–21)
PROYECTOS DE RECUPERACIÓN: RESILIENCIA REGIONAL (15–21)

15. Prepárese Para el Próxima Catástrofe

Institucionalizar y alinear los esfuerzos del LTRG del JCC y las Organizaciones Comunitarias Activas en Catástrofes de Rogue Valley (RVCOAD).

15. Be Prepared for the Next Disaster

Institutionalize and align the efforts of the Jackson County Community Long-Term Recovery Group (JCC LTRG) and Rogue Valley Community Organizations Active in Disaster (RV COAD).

16. Promover la Seguridad de Bear Creek Greenway

Aprovechar el Plan Envision Bear Creek para garantizar la financiación a largo plazo de la reducción del combustible, el mantenimiento, la seguridad y las mejoras.

16. Make the Bear Creek Greenway Safe

Leverage the Envision Bear Creek Plan to secure long-term funding for fuel reduction, maintenance, security, and enhancements.

17. Comunicaciones Multilingües

Fomentar las comunicaciones multilingües en todas las notificaciones, documentación y reuniones relacionadas con la recuperación, la adaptación y la resiliencia.

17. Encourage Multilingual Communications

Encourage multilingual communications in all notifications, literature, and meetings related to recovery, adaptation, and resiliency.

18. Asegurar la Financiación de la Inseguridad de Alimentos

Garantizar varias fuentes de financiación sostenibles para ayudar a reducir la inseguridad alimentaria.

18. Address Food Insecurity Funding

Secure a sustainable funding source(s) to help reduce systemic food insecurity.

19. Ampliar las Opciones de Transporte

Mejorar las opciones de transporte entre los barrios residenciales, los centros de empleo y las zonas comerciales.

19. Expand Transportation Options

Improve mobility options and headways between residential neighborhoods, employment centers, and commercial areas.

20. Adoptar el Desarrollo Sostenible

Las estrategias de desarrollo sostenible minimizarían el impacto negativo de la reconstrucción y el crecimiento en los sistemas naturales del condado de Jackson.

20. Embrace Sustainable Development

Sustainable development strategies would minimize the negative impact of rebuilding and continuing growth on the natural systems of Jackson County.

21. Mejorar los Determinantes Sociales de Salud

Trabajar para mejorar los factores que afectan la salud.

21. Improve Local Social Determinants of Health

Work to upgrade factors that influence health outcomes.

Regional Resiliency

JACKSON COUNTY COMMUNITY LONG-TERM RECOVERY GROUP

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HELLO LAMP POST
RESULTS SUMMARY

Developed using Hello Lamp Post, a conversational text bot program was implemented from January to May 2023 and advertised using posters on street furniture to advertise the text bot. Floor stickers, bus stops, and yard signs were all deployed throughout Jackson County to announce this engagement tool.

Over 100 users engaged with the tool and 25 conversations were held through text. Some of the community's conversations are shown on the opposite page.

How would you improve recovery?
Get the manufactured home parks in Phoenix finished and populated

What are major obstacles?
Housing affordability and availability

Where should the recovery focus go?
Repairing the riparian zones along Bear Creek + planting trees and other plants in both public lands and neighborhoods. Bring the wildlife back to the valley.

How were you affected?
We lost our house and all possessions, but we luckily saved our pets

How would you improve recovery?
Need more funding, more help, more resources

What ideas do you have?
More pedestrian spaces downtown

How were you affected?
I'm new to the area and trying to learn how I can help.

How have you recovered?
Rebuilding our home, rebuilding our lives, memories, and possessions

How would you improve recovery?
Incentivize fire hardening practices for homeowners

What do you want to see in Jackson County's future?
Open spaces, community, viability

How can we adapt to climate change?
We need to rethink water infrastructure

Are we rebuilding at the right speed?
Good speed but still missing housing

What types of housing does your community need?
Fire-safe and affordable housing are needed

How were you affected?
Insurance costs and administrative problems have slowed rebuilding