

TALENT ALMEDA FIRE OPPORTUNITY FRAMEWORK

2021



DASHBOARD



COMMUNITY
PROFILE



ALMEDA FIRE



COMMUNITY
PRIORITIES



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PROJECT OVERVIEW

PURPOSE

The purpose of this project is to provide the preliminary research, inventory and analysis to produce an Opportunity Framework, or “one-stop report,” to serve as a resource and first step toward longer-term community recovery.

While much of the context and recommendations are focused around recovery from wildfire events, this resource also explores ways to minimize impacts from other natural disruptions, as well as rebuild a more resilient community as a whole.

PROJECT GOALS

- Lay the foundation for longer-term community decisions, future planning and project identification, and a resilient recovery.
- Provide Talent with a resource to catalyze and support grant and funding proposals.
- Lay framework for community conversations about long-term rebuilding opportunities and priorities.
- Facilitate coordination and partnership with other jurisdictions, levels of government and sectors.
- Help identify potential project opportunities or areas of further study or consideration.
- Set the stage for and inform community-based planning processes.



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COMMUNITY PROFILE

*This section includes key background information about the **City of Talent** as it relates to who they are as a collection of people and resources, though it is certainly not a fully comprehensive catalogue. It is important to reflect on a place's history and evolution over time in order to create a vision for moving forward. Make sure that the stories about who and what Talent is come from a diverse representation of the population, and that this conversation is a part of projects for recovery and development moving forward.*



DEMOGRAPHICS



HISTORY OF PLACE



MARKET & ECONOMY



INFRASTRUCTURE



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DEMOGRAPHICS

CITY OF TALENT

Prior to the 2020 Almeda fire, the City of Talent's population was growing at a faster rate than other cities in the Bear Creek Valley, the County, and the State. Between 1990 and 2015, Talent's population grew by 92%.

Talent has a larger share of residents over the age of 60 than the state as a whole, and this senior population in Talent is growing. Talent's median age increased by roughly six years between 2000 and 2014. This increasing growth in Talent's senior population should be considered as Talent evaluates housing, mobility and services. This will be particularly important for Talent's low income seniors, a particularly vulnerable population as issues around housing affordability continue to increase. Furthermore, it is estimated that 281 households - with at least one family member 65 or older - were lost during the Almeda fire.

Since 1990, Talent's population has grown by roughly 2,996 people.

From 1990 to 2015, Talent's population grew by 92%, accounting for 5% of population growth in Jackson County.

Talent's population grew on average, at a faster rate to that of the county, region, and state.

Talent is projected to grow by 2,716 people between 2017 and 2037, at an average annual growth rate of 1.7%.¹³

Exhibit 19. Population, Talent, 1990 - 2015
Source: US Decennial Census 1990, and PSU Population Research Center.

Year	Population
1990	3,274
2015	6,270

Exhibit 20. Population Growth, 1990 - 2015
Source: US Decennial Census 1990, 2000, 2015. PSU Population Research Center, Population Estimates and Reports, <http://www.pdx.edu/prc/population-reports-estimates>.

Location	Population Growth (%)
Talent	92%
Phoenix	42%
Medford	65%
Jackson County	44%
Oregon	41%

Exhibit 21. Annual Average Rate of Growth, 1990 - 2015
Source: US Decennial Census 1990, 2000, 2015. PSU Population Research Center, Population Estimates and Reports, <http://www.pdx.edu/prc/population-reports-estimates>.

Location	Annual Average Rate (%)
Talent	2.6%
Phoenix	1.4%
Medford	2.0%
Jackson County	1.5%
Oregon	1.4%

Exhibit 22. Forecast of Population Growth at the County-Level, 2017 - 2037
Source: Oregon Population Forecast Program, Portland State University, Population Research Center.

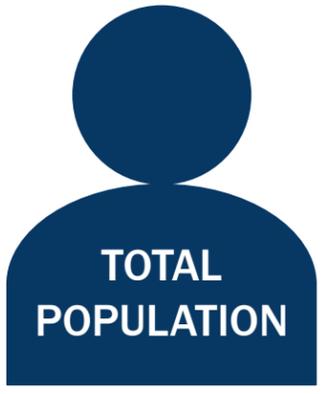
Location	Forecasted Growth
Talent	1.7% 2,716 people
Jackson County	0.9% 43,604 people

Source: City of Talent Housing Needs Assessment, 2017-2037. ECONorthwest

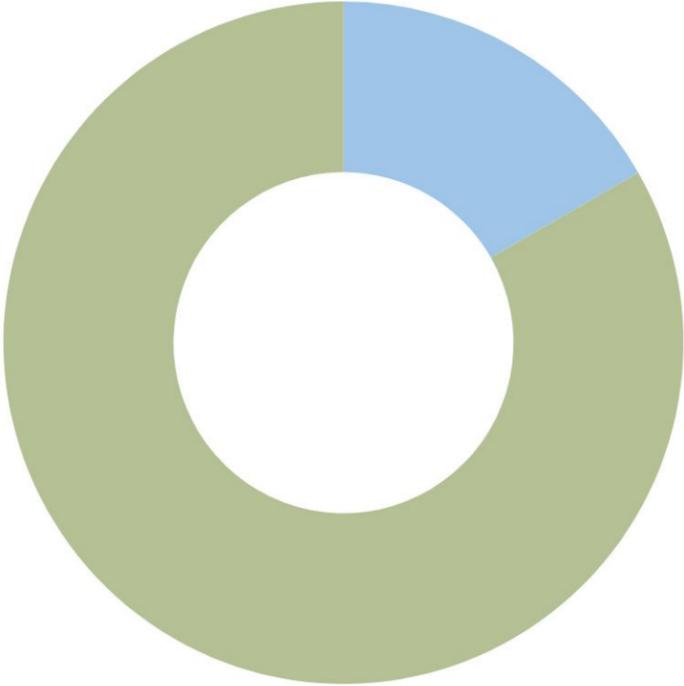
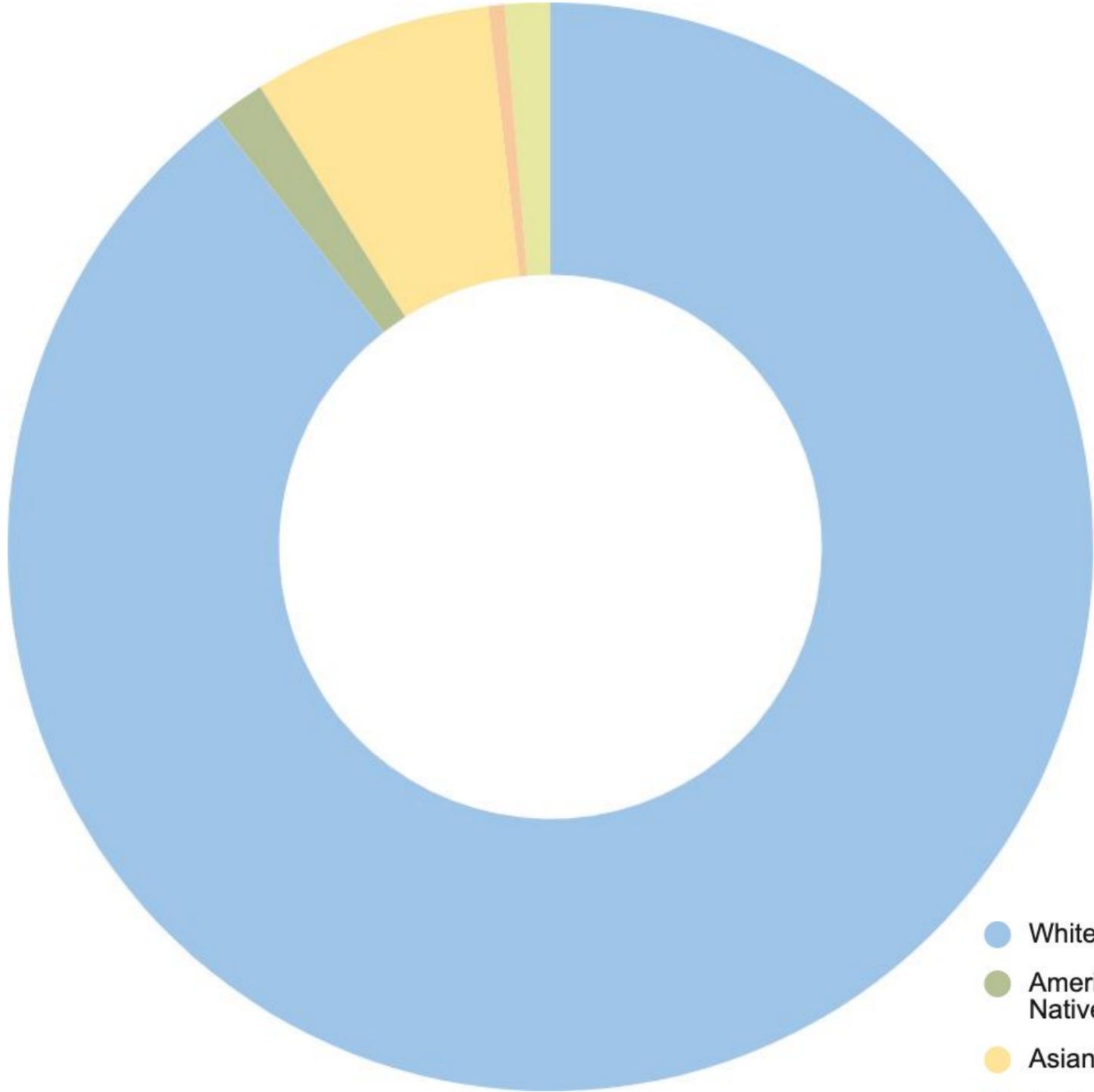
Source: [US Census Bureau, American Community Survey, 2019 Estimates](#)

POPULATION DEMOGRAPHICS

CITY OF TALENT



6,608
2019 (est.)
6,066
2010



● Hispanic or Latino (16.7%)
● Not Hispanic or Latino (83.3%)

● White (92.6%)
● American Indian and Alaska Native (1.6%)
● Asian (7.4%)
● Native Hawaiian or Pacific Islander (0.5%)
● Other (1.4%)

Source: [US Census Bureau, American Community Survey, 2019 Estimates](#)



INCOME DEMOGRAPHICS

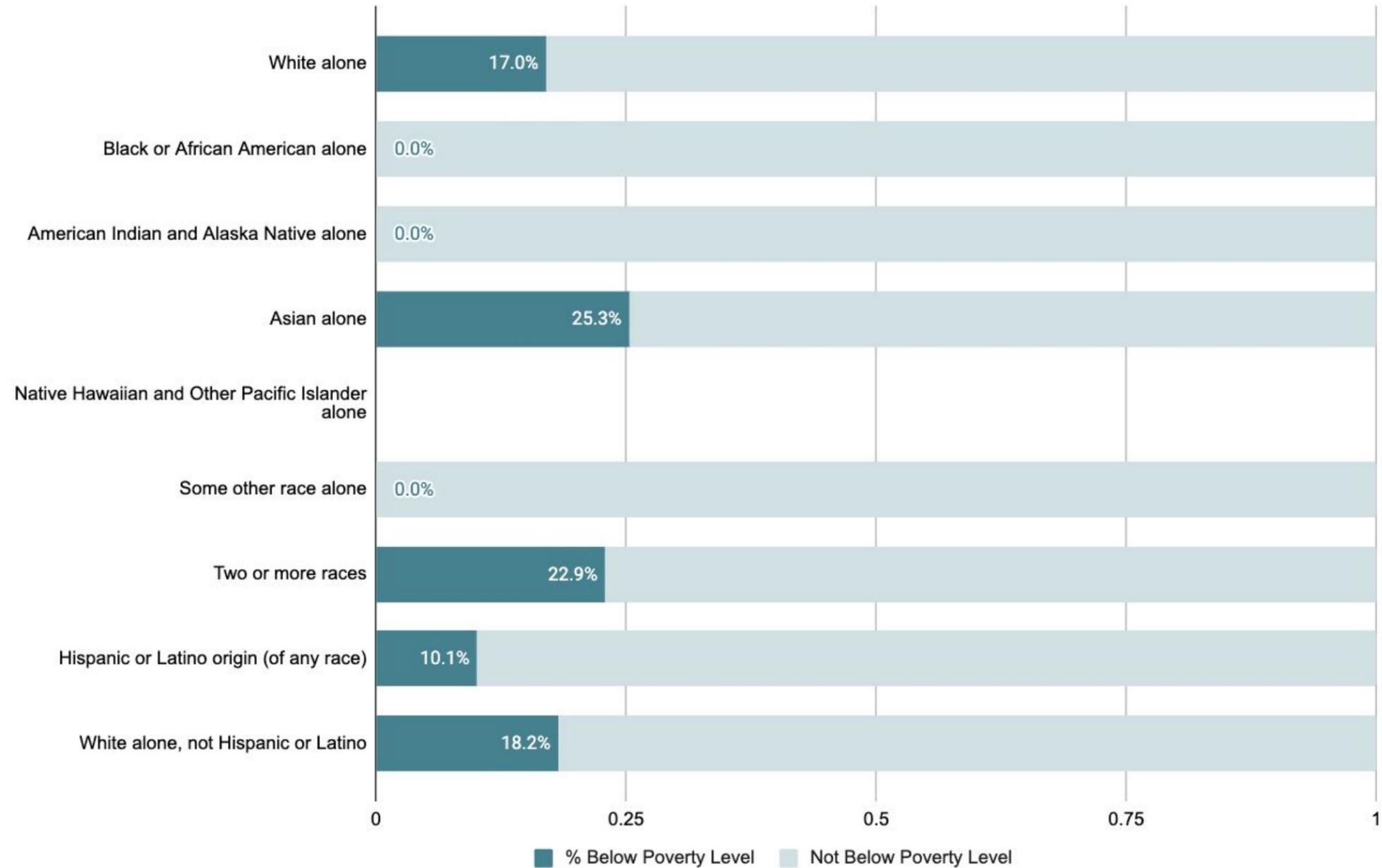
CITY OF TALENT

\$40,385
MEDIAN HOUSEHOLD INCOME

Household Income in the Last 12 Months (2019)

Less than \$10,000	15.20%
\$10,000 to \$14,999	5.10%
\$15,000 to \$24,999	10.30%
\$25,000 to \$34,999	15.80%
\$35,000 to \$49,999	13.40%
\$50,000 to \$74,999	20.20%
\$75,000 to \$99,999	9%
\$100,000 to \$149,999	8.30%
\$150,000 to \$199,999	1.70%
\$200,000 or more	0.90%

Poverty Status in the Last 12 Months (2019)



Source: [US Census Bureau, American Community Survey, 2019 Estimates](#)

DEMOGRAPHICS

CITY OF PHOENIX

“Phoenix’s population is older than the state and county, on average. Phoenix has a larger share of elderly residents, and a relatively small share of people younger than 20 years. As Phoenix’s elderly population grows, it will have increasing demand for housing that is suitable for elderly residents... Growth in the number of seniors will result in demand for housing types specific to seniors, such as small and easy to maintain dwellings, assisted living facilities, or age-restricted developments.”

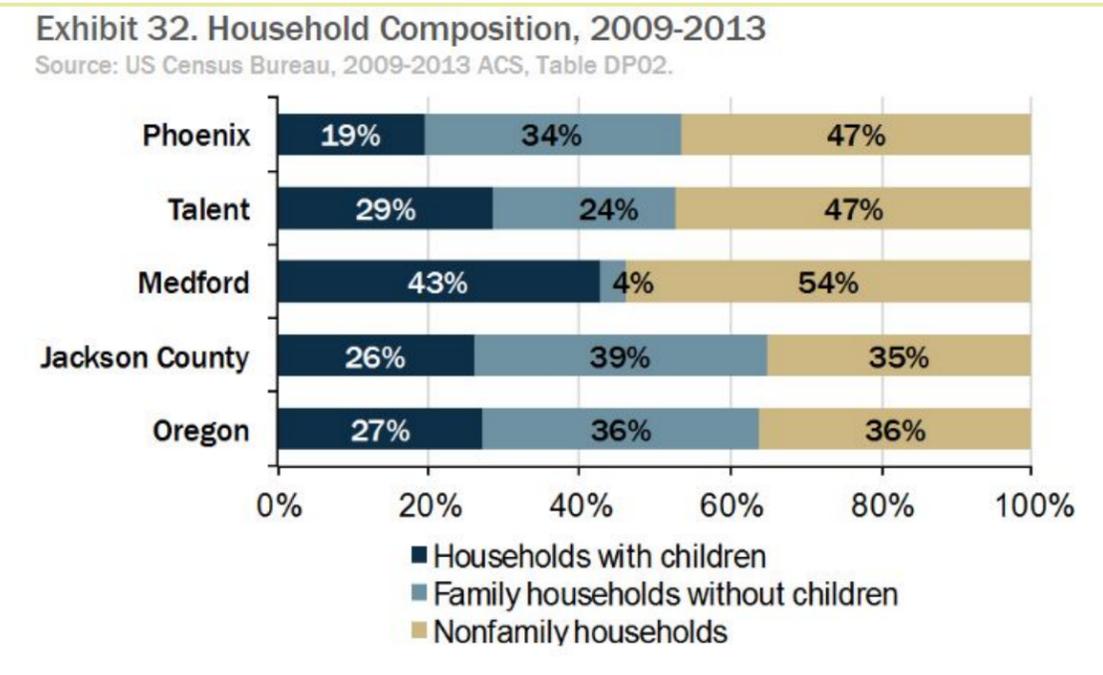
“Growth in Millennials in Phoenix will result in increased demand for both affordable single-family detached housing, as well as increased demand for affordable townhouses and multifamily housing. Growth in this population will result in increased demand for both ownership and rental opportunities, with an emphasis on housing that is comparatively affordable. There is potential for attracting new residents to housing in downtown, especially if the housing is relatively affordable and located in proximity to services.”

“Growth in the number of Hispanic and Latino households will result in increased demand for housing of all types, both for ownership and rentals, with an emphasis on housing that is comparatively affordable. Hispanic and Latino households are more likely to be larger than average, with more children and possibly with multigenerational households.”

- City of Phoenix Housing Needs Analysis. ECO Northwest, 2016.

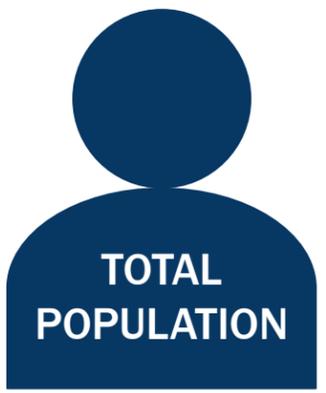
Exhibit 1. Population Forecast, Phoenix, 2016-2036
 Source: ECONorthwest based on Phoenix’s official 2015-2035 population forecast from the Oregon Population Forecast Program.

2016 Population	5,048
2036 Population	6,997
Change 2016 to 2036	
Number	1,929
Average annual growth rate	1.7%

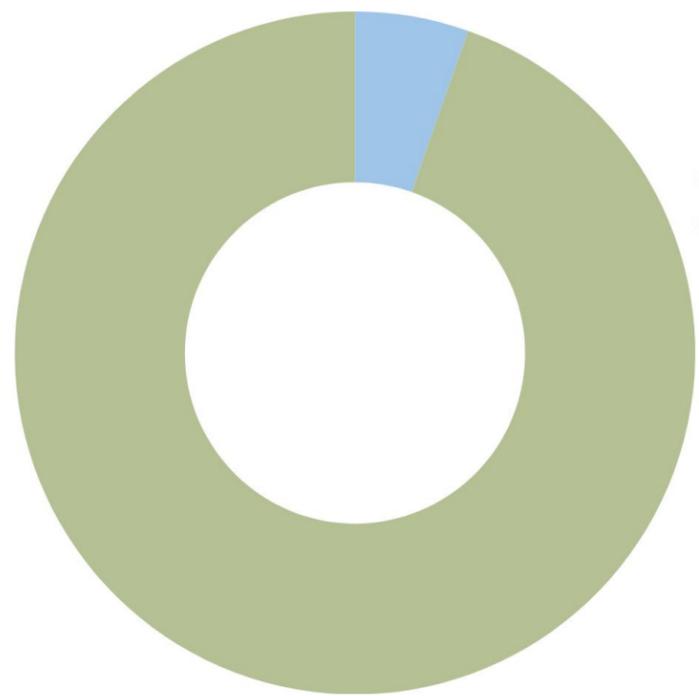


POPULATION DEMOGRAPHICS

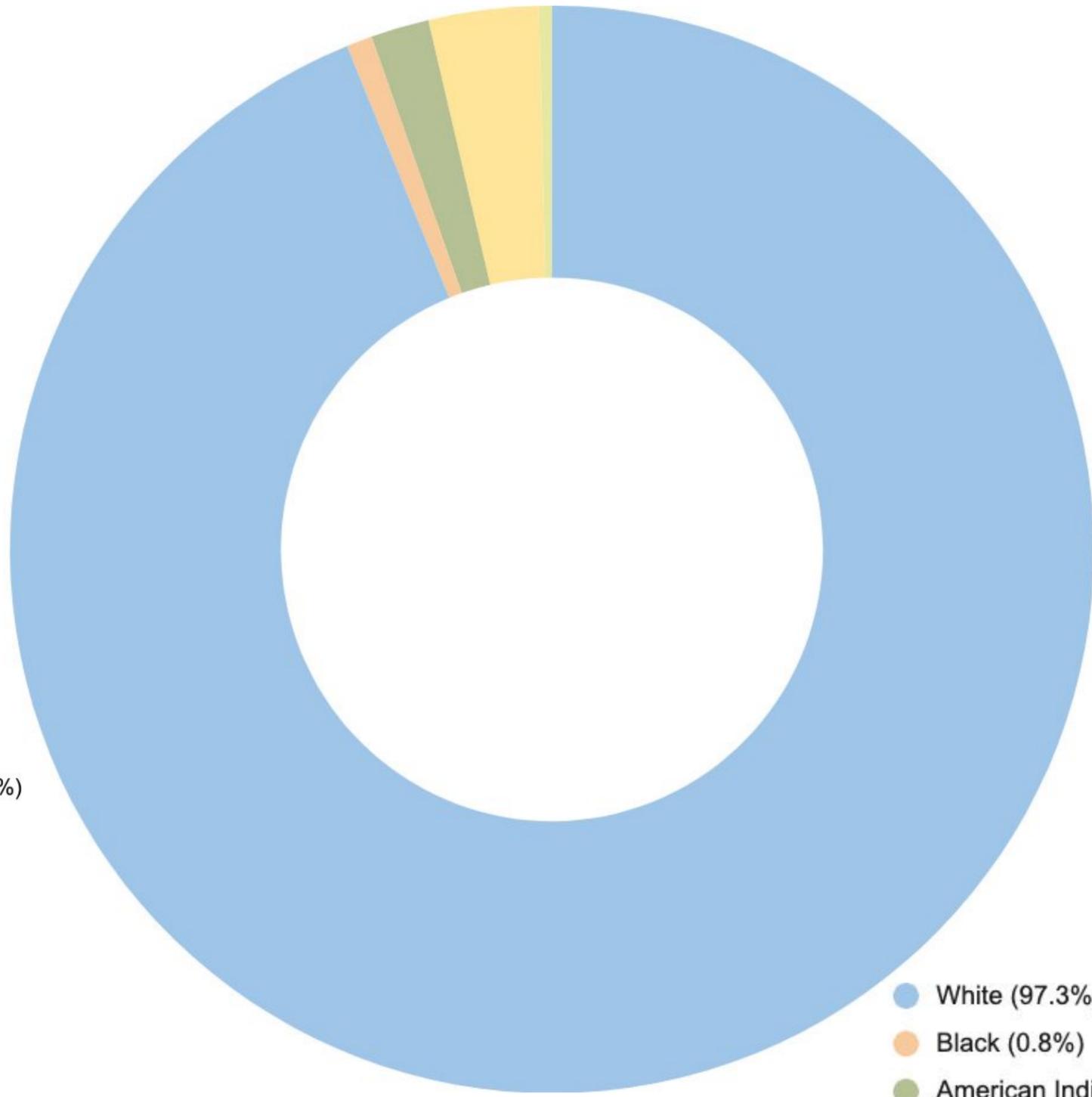
CITY OF PHOENIX



4,582
2019 (est.)
4,538
2010



Hispanic or Latino (5.4%)
Not Hispanic or Latino (94.6%)



White (97.3%)
Black (0.8%)
American Indian and Alaska Native (1.8%)
Asian (3.4%)
Other (0.4%)

Source: [US Census Bureau, American Community Survey, 2019 Estimates](#)



INCOME DEMOGRAPHICS

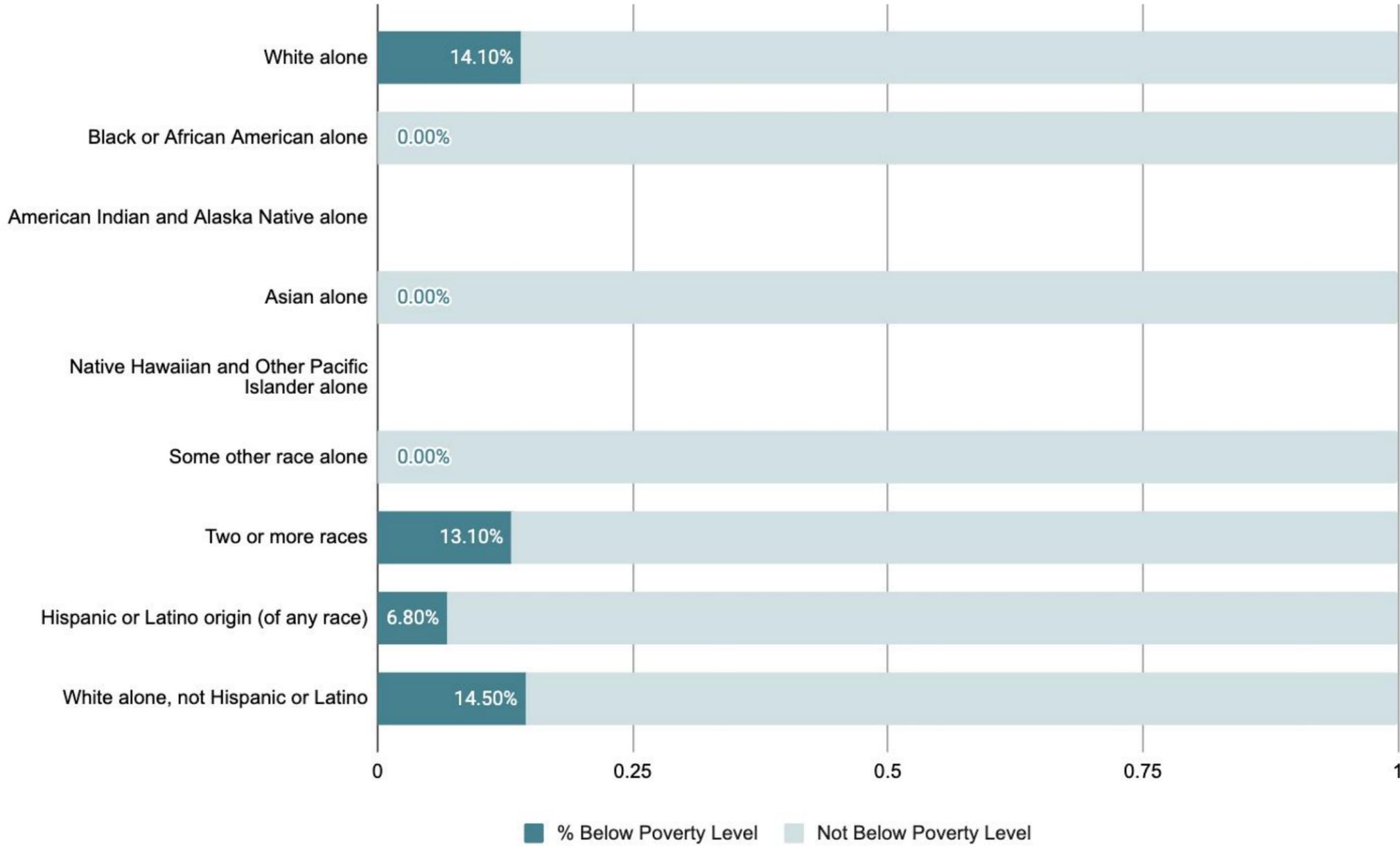
CITY OF PHOENIX

\$30,444
MEDIAN HOUSEHOLD INCOME

Household Income in the Last 12 Months (2019)

Less than \$10,000	10.50%
\$10,000 to \$14,999	6.80%
\$15,000 to \$24,999	20.80%
\$25,000 to \$34,999	13.90%
\$35,000 to \$49,999	13.40%
\$50,000 to \$74,999	17.70%
\$75,000 to \$99,999	7.70%
\$100,000 to \$149,999	5.90%
\$150,000 to \$199,999	2.80%
\$200,000 or more	0.50%

Poverty Status in the Last 12 Months (2019)



Source: [US Census Bureau, American Community Survey, 2019 Estimates](#)

SCHOOL DISTRICT

Phoenix-Talent School District #4

Generally, it appears that the School District is now directing/providing emergency services lists to those in need. They have discontinued seeking donations and are encouraging people to support victims through United Way. They do have a phone line to help direct people to services if the list provided does not help. According to a television report, the school district had a 9% enrollment drop during the 20-21 year. In the 2020-21 school year the reconstruction of Phoenix High School was completed. The District voters approved a \$69M (+\$4M grant from Oregon School Capital Improvement Matching Grant) bond in 2017 for PHS and other improvements at the other district schools [P-T School District Bond Page](#).

[Phoenix Talent School District](#)

[Emergency Services Spreadsheet Provided by School Dist](#)

[P-T SD Fire Relief Fund Committee](#)

[United Way](#)

[KTVL Report 9% Enrollment Drop](#)

[US News School District Data](#)

Search for Public Schools

CCD Common Core of Data

NOTE: The inclusion or exclusion of a school in this locator does NOT constitute an endorsement of the school and should NOT be used in any way to infer the accreditation status of the school.

Search Results (records: 6)		Modify Search	Data Notes/Grant IDs	Help	
	School Name	Phone	County*	Students*	Grades
1.	Armadillo Technical Institute PO Box 1560, Phoenix, OR 97535	(541)535-3287	Jackson County	84	9-12
2.	Orchard Hill Elementary School 1011 LaLoma Dr, Medford, OR 97504	(541)779-1766	Jackson County	419	KG-5
3.	Phoenix Elementary School PO Box 727, Phoenix, OR 97535	(541)535-3353	Jackson County	377	KG-5
4.	Phoenix High School PO Box 697, Phoenix, OR 97535	(541)535-1526	Jackson County	677	9-12
5.	Talent Elementary School PO Box 296, Talent, OR 97540	(541)535-1531	Jackson County	452	KG-5
6.	Talent Middle School PO Box 359, Talent, OR 97540	(541)535-1552	Jackson County	565	6-8

Source: CCD Public school data 2019-2020, 2020-2021 school years



MARKET & ECONOMY

CITY OF TALENT

2016 (PRE-FIRE) TARGET INDUSTRIES FOR GROWTH IN TALENT

- Small scale manufacturing
 - Specialty food/beverage such as wineries, beer brewing, etc.
 - Primary and secondary wood product manufacturing (furniture/prefab wood buildings, etc.)
 - Renewable and alternative energy products
 - Transportation equipment
 - Cannabis products
 - Artisan products
- Small scale construction - small construction firms and specialty contractors
- Small scale warehouse distribution and wholesale
- Professional and business services
- Services for residents (hardware store, music equipment, medical services, etc.)
- Services for seniors (assisted living facilities, retirement centers, medical services)
- Services for visitors (restaurants, hotel, high-quality RV park)
- Events and performances (storage, catering, specialty retail)

Tourism

The City of Talent has one RV Park and no active hotel or motel within city limits - The Goodnight Inn was destroyed in the Almeda fire. A source of revenue could be a Transient Lodging Tax (TLT). Talent has a dedicated 6% tax to the city. This might be an area for the city to consider in addition to other uses. Talent's location could take advantage of being between the tourist destinations Ashland (Shakespeare Festival, Mount Ashland Ski Area and Southern Oregon University), Medford (host to youth sports tournaments), Jacksonville (historic town with Britt Festival), the Rogue River, Crater Lake and Oregon Caves nearby, while located just north of the Siskiyou Mountain Pass on the Oregon-California border. Medford has added hotel rooms recently and is in the process of transforming older hotel/motel properties to affordable housing units. Central Point on the northern edge of Medford has added hotel rooms in the last decade or so.

[State TLT](#)

[Southern Oregon - Rogue Valley Tourism](#)

[Travel Oregon Talent](#)

[Talent Chamber](#)

FURTHER RESOURCES

[Economic Opportunities Analysis 2016](#)

[Employment in the Rogue Valley](#)

[KDRV - Hemp Industry Surpasses Pear Grapes](#)

[Jefferson Public Radio Wines of Southern Oregon](#)

[Jackson County Hemp](#)



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HISTORY OF PLACE

CITY OF TALENT



Talent is located on land that was initially inhabited by the communities of the Shasta, Takelma, Modoc, Confederated Tribes of Grand Ronde, Cow Creek Umpqua, and Confederated Tribes of Siletz Indians. It is important to acknowledge that these people were some of the first to build their homes and communities on the land and enjoy the rich resources the Rogue Valley has to offer.

In 1852, Jacob Wagner built a homestead around what is now Talent, and the following year a military fort was installed on his land. The City of Talent was incorporated in 1910 with a population of 250 people.

WHY SETTLE THE ROGUE VALLEY?

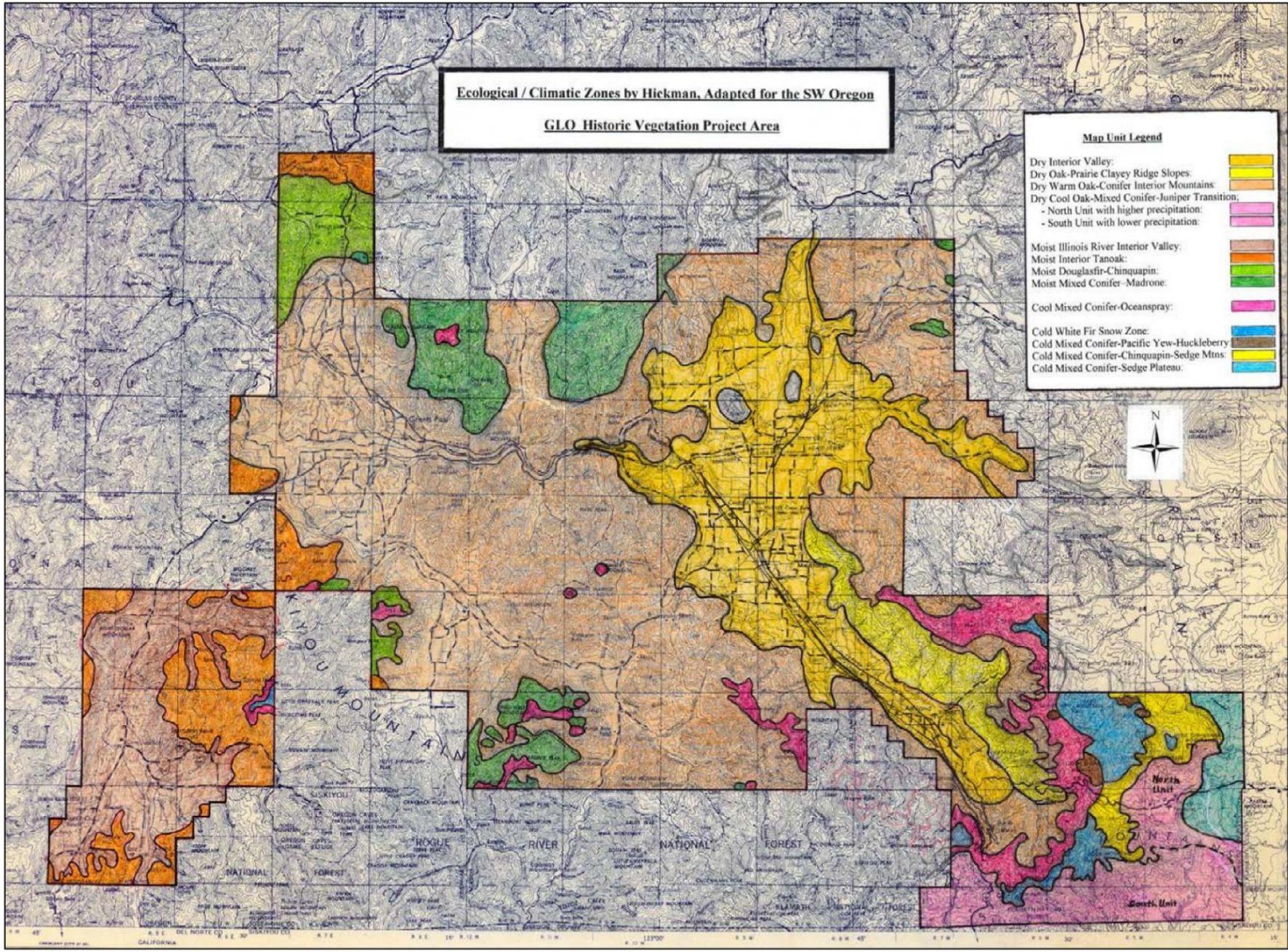
Talent is located in the Rogue Valley and has easy access to water and rich soil for agriculture. Logging was another early industry in the area. After the establishment of a post office and school, and the arrival of the railroad, industry in the area took off.

FURTHER RESOURCES

- [Talent Historical Society](#)
- [Talent – Oregon Encyclopedia](#)
- [Friends of the Talent Library - History of Talent](#)
- [Our Home on Native Land](#)

HISTORY OF PLACE

ECOLOGY



While vegetation patterns continuously change over time, it's important to understand historic ecosystems, how they relate to the landforms, and how they have evolved in place. These patterns can provide clues or inspiration on how we can integrate landscape into our built environment in a way that minimizes resource output, supports durability and longevity, reduces maintenance, welcomes wildlife, and provides cohesion with the surrounding context.

FURTHER RESOURCES

- [Patterns Of Vegetation Change In Grasslands, Shrublands, And Woodlands Of Southwest Oregon](#)
- [Regional And Local Controls On Historical Fire Regimes Of Dry Forests And Woodlands In The Rogue River Basin, Oregon, USA](#)
- [Indian Use of Fire in Early Oregon](#)
- [Tending the Wild: Cultural Burning](#)

Figure 6. Ecological/Climatic Zones of combined GLO project area. Adapted from previous field studies by Gene Hickman in Jackson and Josephine Counties.

Source: [Historical Vegetation of Central Southwest Oregon, Based on GLO Survey Notes : Final Report to USDI Bureau of Land Management, Medford District](#)

DASHBOARD

COMMUNITY PROFILE

ALMEDA FIRE

COMMUNITY PRIORITIES

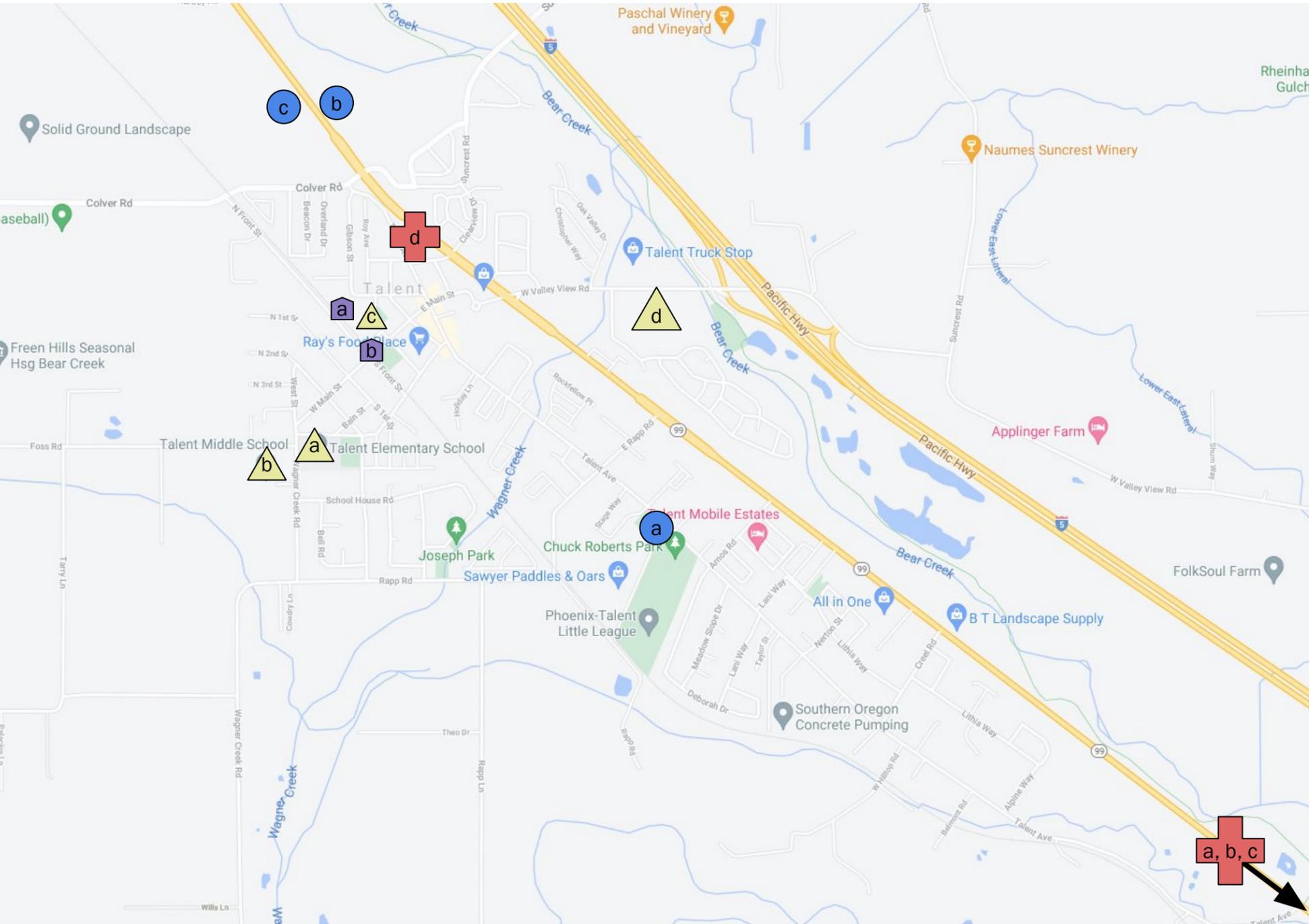
FUNDING SOURCES

EQUITABLE ENGAGEMENT

DOCUMENT REVIEW

INFRASTRUCTURE

CRITICAL FACILITIES: TALENT



-  Hospitals/Immediate Medical Care Facilities:
 - a. Providence Medical Clinic (Ashland)
 - b. Animal Medical Hospital (Ashland)
 - c. Asante Community Hospital (Ashland)
 - d. Asante Physician Partners

-  Potential Shelter Sites:
 - a. Talent Elementary
 - b. Talent Middle
 - c. Talent Town Hall
 - d. Brammo

-  Emergency services & Utilities
 - a. Police station
 - b. Jackson county fire district station
 - c. Electrical substation

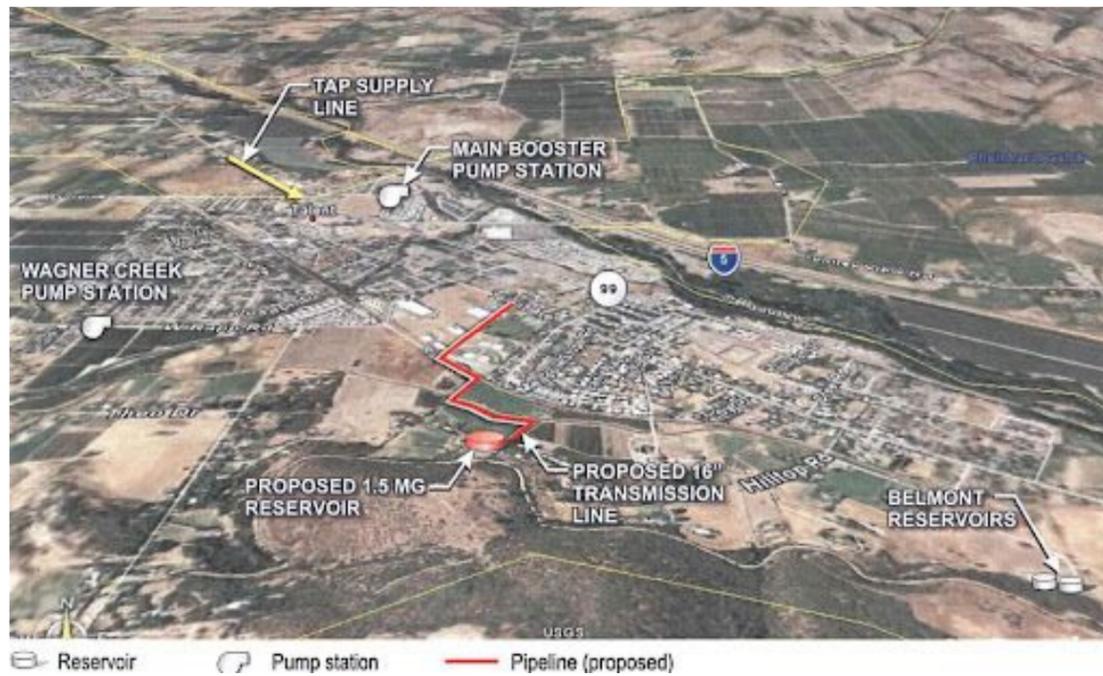
-  City Buildings
 - a. Community Center
 - b. City Hall, Public Works (Water delivery center)
 - c. Talent Town Hall

RECOMMENDATIONS FOR FURTHER STUDY

- Perform a resiliency assessment for each critical facility to ensure durability or adaptability during a disruption event, including, but not limited to: seismic, fire resistance, power loss, flooding, age of existing utility infrastructure, vehicular access by emergency services and community members
- Identify gaps in current facilities and potential synergies between resources. Reinforce safe passage between facilities when feasible.
- Explore the potential for storage of critical community resources at these locations to help assist residents:
 - i.e. backup power, heating, cooling, air filtration, water storage, food supply, emergency shelter, first aid

INFRASTRUCTURE

UTILITIES AND RESOURCES: TALENT



Internet/Cable/Communications and Electricity

Access to fast-speed internet has become an essential infrastructure component for families in the ability to communicate, receive information, work, school, or entertainment.

Recommendations:

- New public infrastructure projects should look to incorporate the expansion of these services to all residents and provide access points and power supply at key facilities and gathering points.
- Consider burying power lines for new facilities to reduce future risk of tree and fire hazards

Water & Irrigation

[City Water Supply](#)

[Reservoir Water Project](#)

[Drought.gov Jackson County](#)

Irrigation

Water shortage is a significant issue for the area’s agriculture irrigation, recreation and fish and wildlife. Talent Irrigation District started the water season late, turned off the system during the season, and completely shut down the system months early. Impacts may be felt throughout the community’s economy, environment, and fire risk.

[Talent Irrigation District](#)

[Mail Tribune TID Shutoff](#)

Recommendations:

- Look for opportunities to incentivize or incorporate rainwater and greywater re-use, drought-tolerant landscapes, and other green infrastructure to reduce stress on water supplies and provide multiple community and ecological benefits
- Identify vulnerabilities in water supply infrastructure that are at risk to fire and seismic hazards.

FURTHER RESOURCES

[Comprehensive Plan](#)

[Capital Projects to 2015](#)

[Talent Urban Renewal Agency](#)

Cable, Internet & Phone - Charter Cable, 1-866-731-5420

Electricity Pacific Power, 1-888-221-7070

Garbage/Recycling - Recology Ashland Sanitary, 170 Oak St. Ashland, OR 97520, 541-482-1471

Irrigation - Talent Irrigation District, 104 W. Valley View PO. Box 467 Talent, OR 97540, 541-535-1529

Natural Gas - Avista Utilities, 1-800-227-9187

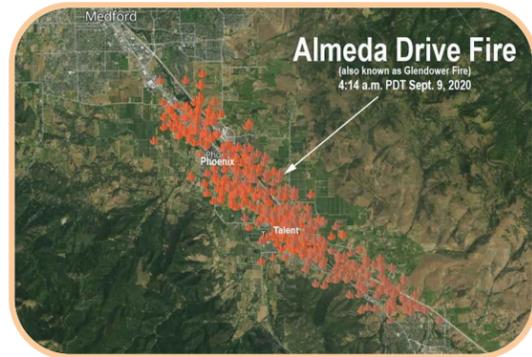
Sewer - Rogue Valley Sewer Services, 138 W. Vilas Rd., P.O. Box 3130 Central Point, OR 97502, 541-779-4144

Telephone & Internet - Century Link, 1-800-244-1111

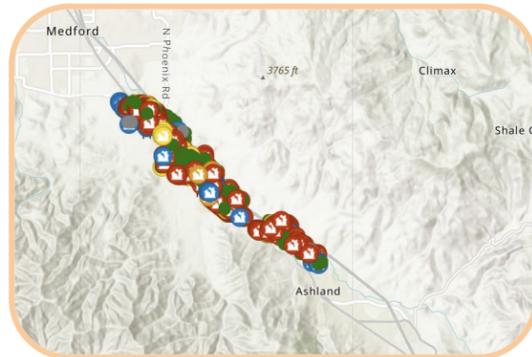
Utility Locating Service - CALL BEFORE YOU DIG, 1-800-332-2344



ALMEDA FIRE EVENT BACKGROUND



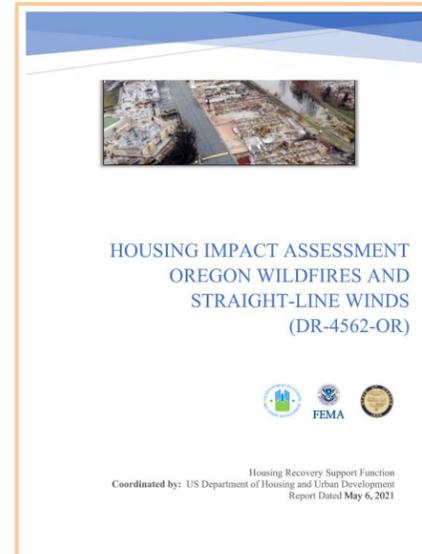
OVERVIEW



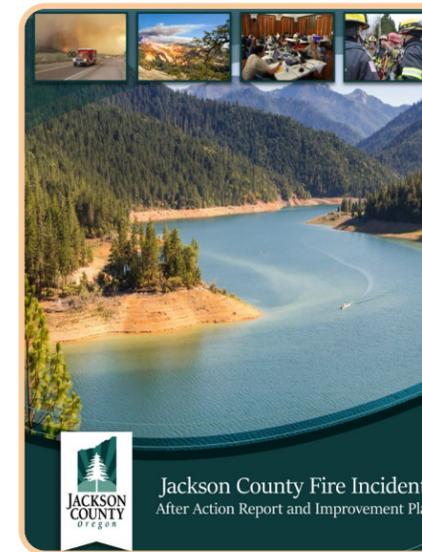
TOOL: DAMAGE ASSESSMENT DASHBOARD



FUTURE FIRE EVENTS



HOUSING IMPACT ASSESSMENT OREGON WILDFIRES AND STRAIGHT-LINE WINDS



JACKSON COUNTY FIRE INCIDENTS AFTER ACTION REPORT AND IMPROVEMENT PLAN



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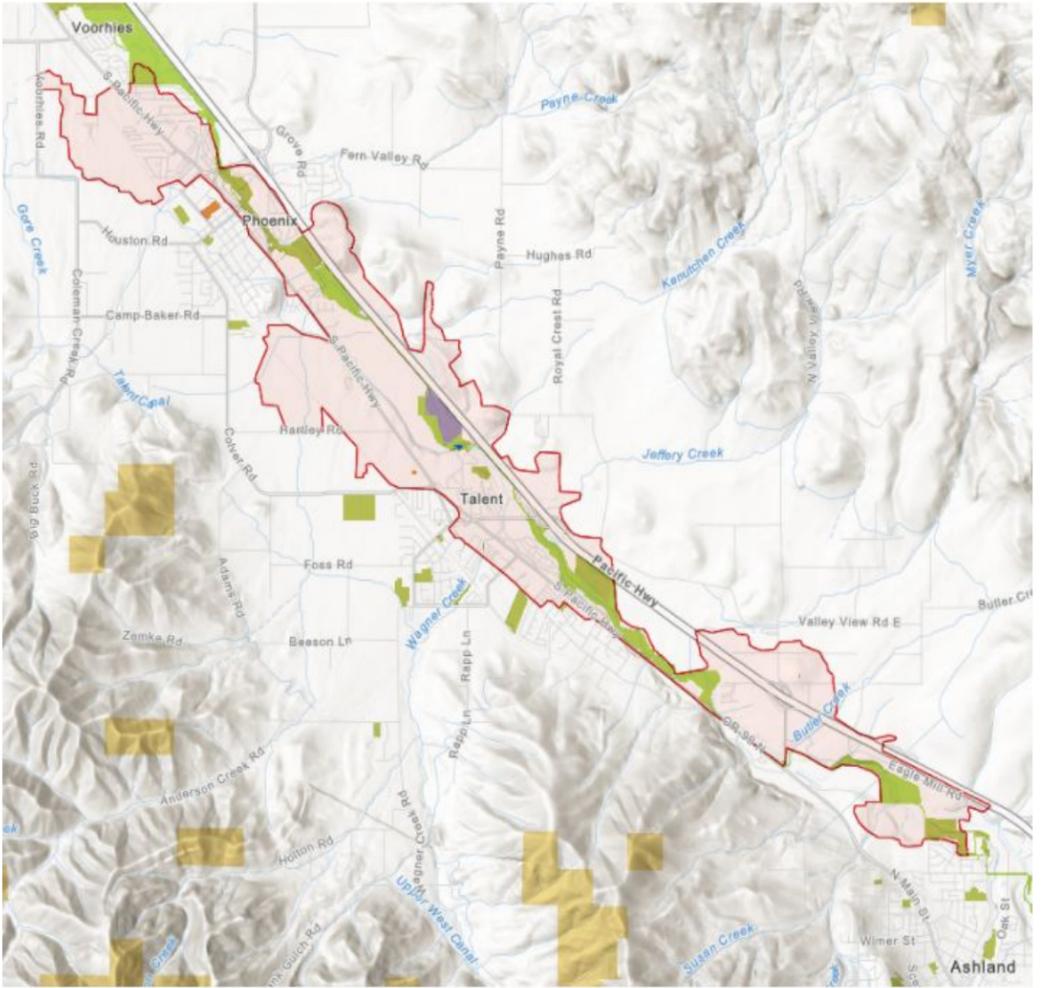
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ALMEDA FIRE

OVERVIEW



Overall Almeda Fire Impact Zone

Rebuilding Status as of July 3, 2021

	Residential Structures - Lost	Residential – Building Permits Issued	% of Lost Residential with new building permits
Talent	700	154	22%
Phoenix	550	154	28%
Unincorporated	1132	121	11%
Total	2382*	429	18%

	Commercial Structures - Lost	Commercial – Building Permits Issued	% of Lost Commercial with new building permits
Talent	60	14	23%
Phoenix	41	5	12%
Unincorporated	77	14	22%
Total	178	33	18%

* Total number of structures lost differs from the damage assessment totals due to the way multi-family units are counted.

On Tuesday, September 8 late morning a grass fire started near Almeda Drive in the Quiet Village area of Ashland adjacent to the City’s wastewater treatment plant. With extreme fire conditions and a red flag alert in place, the winds and lack of moisture caused the fire to spread quickly.

Ashland Fire and Rescue and the Ashland Police Department, along with Jackson County Fire District 5 were immediately dispatched and worked to protect lives and structures. The fire quickly spread along the Bear Creek greenway and created significant spotting at Billings Ranch and to the property around exit 19. The fire then spread through the communities of Talent and Phoenix causing widespread destruction.

As the fire spread outside of Ashland city limits. Jackson County and eventually the State of Oregon Fire Marshal's office took over control of the fire with the City of Ashland providing support for both.

- [City of Ashland Fire Info Page](#)

FURTHER RESOURCES

- [Jackson County Fire Damage Assessment Dashboard](#)
- [Jackson County Fire Incidents Report Timeline \(video\)](#)
- [Fire Aftermath in Talent, Oregon One Month Post Burn \(10-4-2020\) | Almeda Fire \(video\)](#)
- [Jackson County Sept 10 Flyover \(video\)](#)
- [Jackson County After Action Report](#)
- [City of Talent Almeda Fire Resources](#)
- [PBS: Americans who lost homes to devastating wildfires brace for an even worse season](#)
- [ODOT Debris Viewer](#)
- [Cleanup Progress Tracker](#)
- [2020 Oregon Wildfire Spotlight \(arctis.com\)](#)



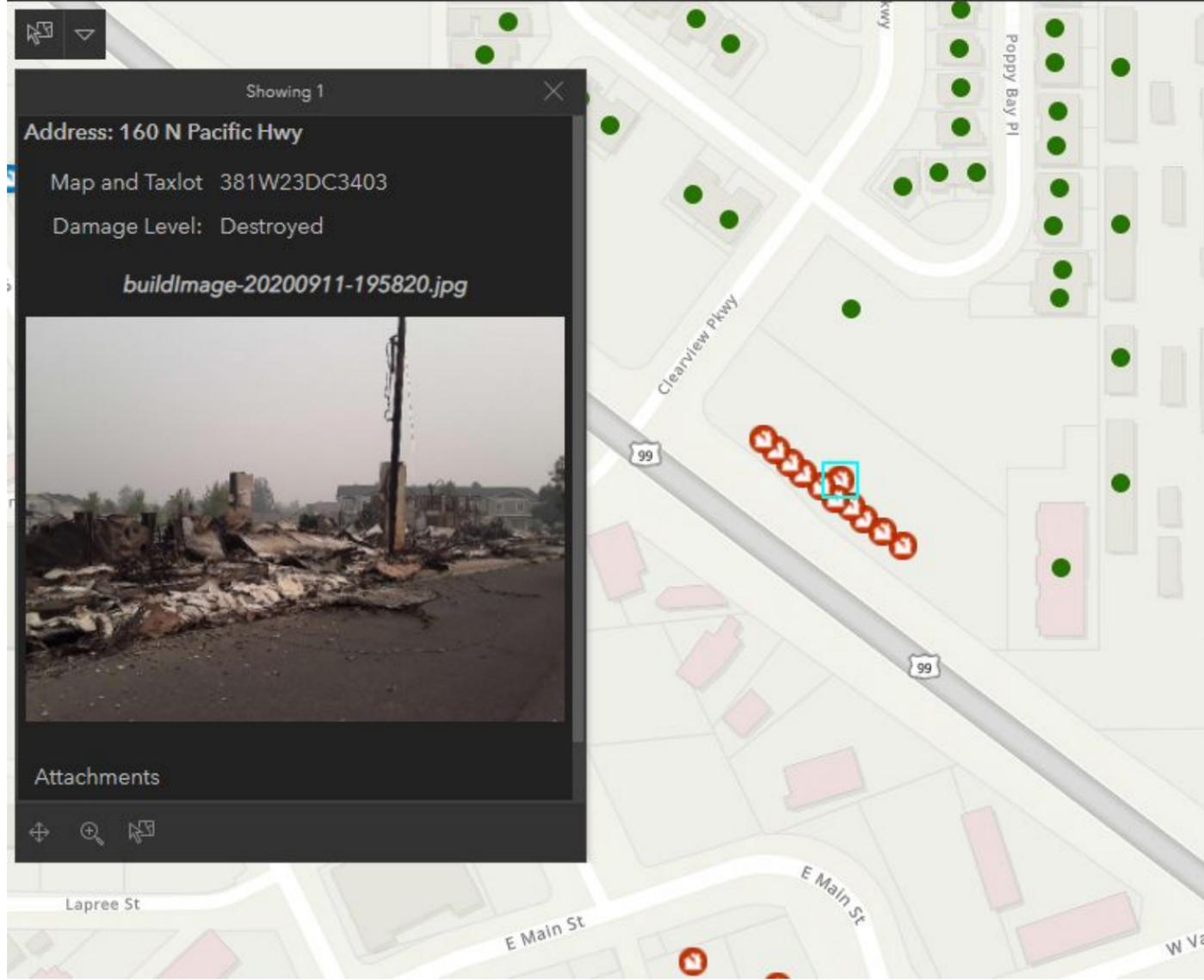
TOOL: JACKSON COUNTY FIRE DAMAGE ASSESSMENT DASHBOARD

Total 3,614 Properties Assessed	Residential 3,255 Properties Assessed	Commercial 348 Properties Assessed	Public 11 Properties Assessed
Total Destroyed 2,659 Properties	Residential 2,482 Total Destroyed	Commercial 173 Total Destroyed	Public 4 Total Destroyed
Total Properties 19 With Major Damage	Residential 11 With Major Damage	Commercial 6 With Major Damage	Public 2 With Major Damage
Total Properties 74 With Minor Damage	Total Residential 60 With Minor Damage	Total Commercial 14 With Minor Damage	Total Public 0 With Minor Damage
Total Properties 57 Affected	Total Residential 52 Affected	Total Commercial 5 Affected	Total Public 0 Affected
Total Unaffected 787 Properties	Total Unaffected 635 Residential Properties	Total Unaffected 148 Commercial Properties	Total Unaffected 4 Public Properties

Overall damage breakdown

[Jackson County Fire Damage Assessment Dashboard](#)

Data on this site may change as additional information is gathered, analyzed, and verified. Data was collected from visual surveys conducted by local agency teams, not FEMA. Therefore, the damage-level assessments should be considered a preliminary estimate. This data is being supplied to FEMA to speed their final damage assessment, but FEMA reserves the right to do their own field surveys, if needed, to confirm damage, and FEMA makes their own determinations of benefit eligibility. Data may contain errors or omissions.



Individual Property Assessments

HOUSING IMPACT ASSESSMENT OREGON WILDFIRES AND STRAIGHT-LINE WINDS - May 2021

Jackson County Impacts

Within Jackson County, 96% of the homeowner serious unmet needs and 81% of renter serious unmet needs are concentrated in 9 Census Block Groups. These were identified as areas with more than 10 homes with serious unmet needs. Table 13 shows these Census Block Groups to be in Phoenix city, Talent city, and the Remainder of Medford CCD.

Table 13: Concentrated Serious Unmet Housing Needs in Jackson County, OR

County-Place Code	Census Block Group (County, Tract, Block Group)	Place Name	Homeowner Serious Unmet Need	Renter Serious Unmet Need	Total Serious Unmet Need
4157500	410290016011	Phoenix city (part)	60	30	90
4157500	410290016012	Phoenix city (part)	58	26	84
4157500	410290016022	Phoenix city (part)	0	43	43
4172500	410290017001	Talent city	1	15	16
4172500	410290017003	Talent city	22	10	32
4172500	410290017004	Talent city	60	60	120
4199999	410290016011	Remainder of Medford CCD	151	56	207
4199999	410290016022	Remainder of Medford CCD	94	18	112
4199999	410290017003	Remainder of Ashland CCD	20	6	26
		Total	466	264	730

Table 15: OHCS Wildfire severely damaged (lost) properties

Property Name	No. of Units	City/County	Population
Anderson Vista	36	Talent/Jackson	Farmworker
Brookside Rose (Rose Court)	36	Phoenix/Jackson	Elderly/Disabled
Northridge Center	55	Medford/Jackson	Elderly

Table 22: 2020 Wildfire Impacted County Migrant/Seasonal Household Members

County	Total Migrant, Seasonal Farmworkers and household members (Estimates)
Jackson	6,567

Table 6: Homes Damaged by County and Damage Level*

County	Single Family	Multifamily	Manufactured Homes	Major Damaged Homes	Destroyed / Damaged Homes
Jackson	610	193	1,561	9	2,373

*Data provided by state and local sources to OEM may be subsequently updated as more information is received.



HOUSING IMPACT ASSESSMENT OREGON WILDFIRES AND STRAIGHT-LINE WINDS (DR-4562-OR)

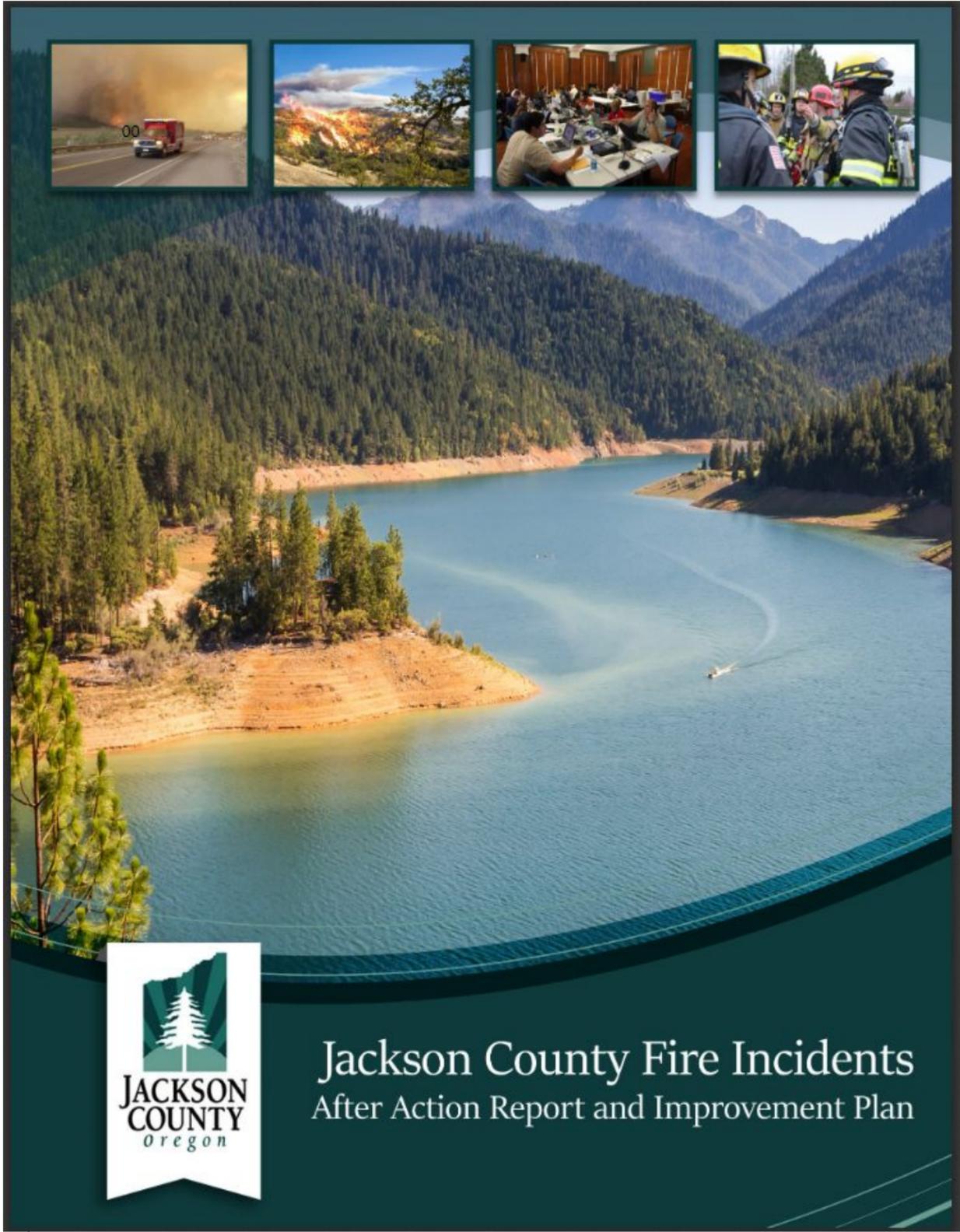




Housing Recovery Support Function
Coordinated by: US Department of Housing and Urban Development
Report Dated May 6, 2021

[Click here for full report](#)

JACKSON COUNTY FIRE INCIDENTS AFTER ACTION REPORT AND IMPROVEMENT PLAN



OVERVIEW

Jackson County experienced a rare fire event on September 8, 2020, when many factors occurred to create a worst-case emergency scenario. The Almeda Drive fire, driven by 35- to 45-mile-an-hour winds and low humidity, quickly burned along a 13-mile northern path beginning in Ashland before finally being stopped just south of Medford. While fighting the Almeda Drive fire, the South Obenchain fire erupted approximately 25 miles away, presenting fire districts with a challenge to allocate county resources. Conditions across the State of Oregon were such that mutual aid resources for Jackson County were sparse at best, given that the state was experiencing a historically busy fire season. Tens of thousands of Jackson County residents were forced to quickly flee their homes, and, sadly, three residents lost their lives. Considering the rapid movement of the fire, the close proximity of the fire to large residential areas, and the necessary closures to main transportation arteries, the limited loss of life is a testament to the quick coordination and strong relationships among fire officials, law enforcement, Jackson County agencies, state agencies, community organizations, and the communities in which they serve.

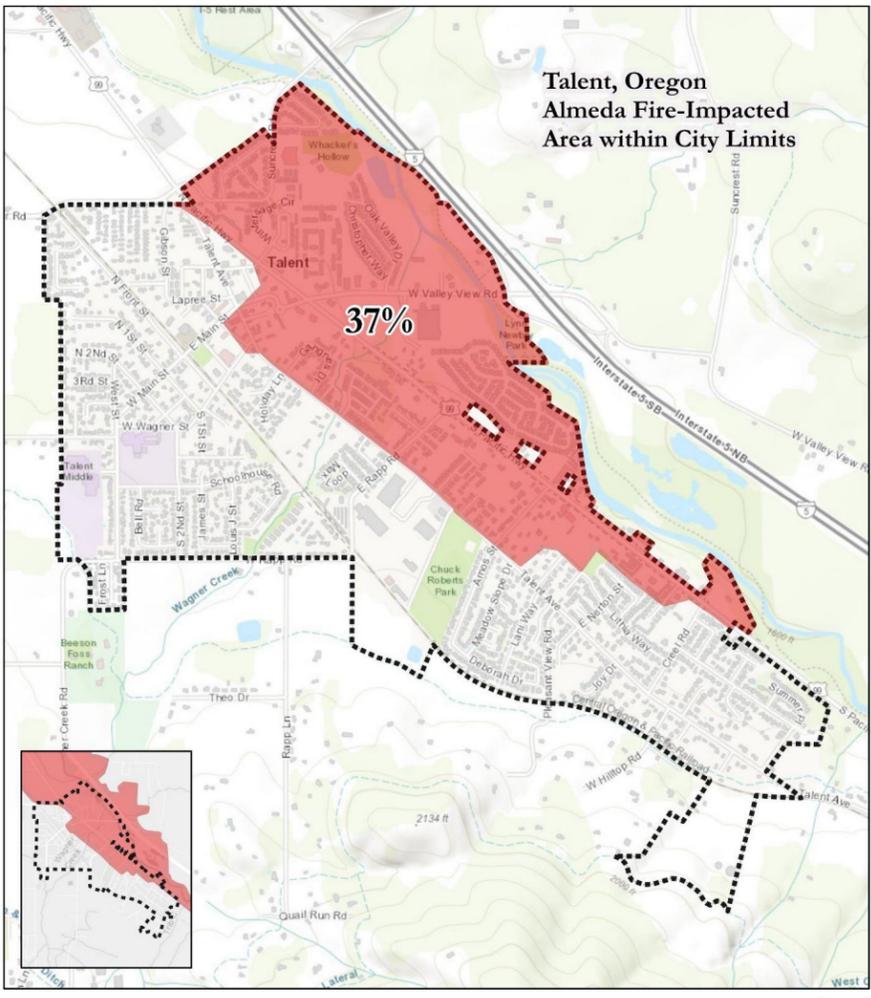
PRIMARY RECOMMENDATIONS

- **Increase regional planning, training, and exercising.** Jackson County EM, local jurisdictions, and response agencies within Jackson County will greatly benefit from increased opportunities for planning, training, and exercises for building stronger understanding and coordination of regional resources. These efforts will also improve communications mechanisms and procedures to enhance situational awareness for all response partners during emergencies.
- **Institutionalize processes and procedures.** Many positive collaborations and processes were implemented throughout these fire incidents, such as the effective collaboration between ECSO and the Jackson County IT Department and the organizational structure implemented by County shelter-management staff. These successes should be memorialized and integrated into city- and County-level emergency plans for future emergency responses. Additionally, the intergovernmental agreement between Jackson County and Josephine County for emergency management support was helpful.
- **Fully staff the County Emergency Management Department.** At the time of the fire incidents and subsequent EOC activation, Jackson County had vacant positions within the EM Department. While not specifically assigned to the Jackson County EM program, many County and external agency staff responded to the County EOC to support response activities, in addition to many staff who were supporting activities remotely. As of this writing, Jackson County has filled the position of Emergency Manager and is in the process of recruiting a Deputy Emergency Manager.

Click here for full plan



WILDFIRE EVENTS: LOOKING FORWARD



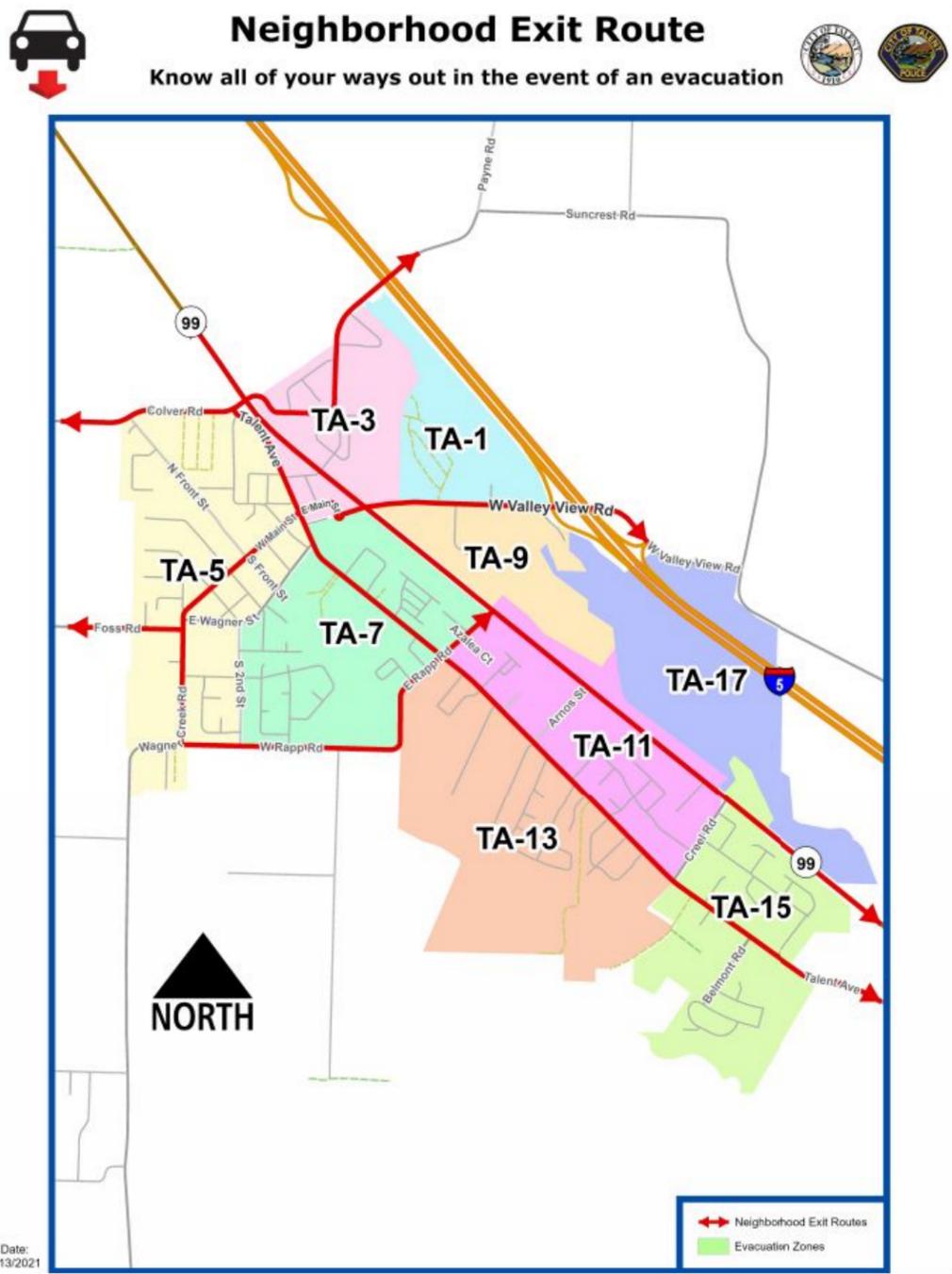
Talent, Oregon
Almeda Fire-Impacted Area within City Limits

Talent City Limits: 851.10 Acres
Almeda Fire Perimeter: 310.80 Acres within Talent City Limits

This map product is for planning purposes only and has not been created for, nor is suitable for, legal, engineering, or survey purposes. Acreage calculated by geometry of the GIS features for the City of Talent administrative boundary and Almeda fire perimeter. Calculations were conducted using NAD 1983 State Plane Oregon South FIPS (US Foot). Area calculations omit county islands within the City boundary. Impacted land percentage calculated: 310.8/851.1*100=36.5%, rounded.
Created: N. Hart-Brinkley 06/21
Sources: Jackson County GIS, City of Talent, ESRI

Long term fuels reduction: “The Greenway is the highest risk area for a devastating fire as identified through our data analytics. The conditions are ripe for rapid fire spread, exacerbated by an abundance of human caused fires and limited access”

- [2020 Hindsight: Preventing another Almeda fire](#)



Source: [City of Talent Neighborhood Route Map](#)
Related: [City of Talent Evacuation Checklist](#)
[City of Talent Online Evacuation Zone Map](#)

RECOMMENDATIONS FOR FURTHER STUDY

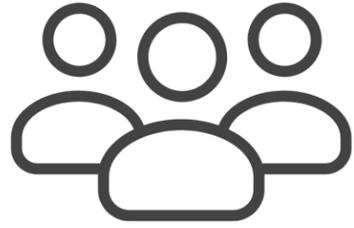
- Include outreach and feedback from local emergency responders on how to improve physical infrastructure to assist with future disruption event response, evacuations, resident assistance, and recovery efforts.
- Work with forestry experts, ecologists, engineers, and arborists on a process to assess existing landscapes and identify potential future hazards around critical infrastructure and neighborhoods. Explore ideas for how new infrastructure can act as potential buffers or breaks to future fires, floods, and other natural disruptions.
- Find ways to promote and/or incentivize new building construction or retrofits that mitigate wildfire smoke, especially in critical facilities and housing

FURTHER RESOURCES

- [Tending the Wild: Cultural Burning](#)
- [‘The fire moved around it’: success story in Oregon fuels calls for prescribed burns](#)
- [Planning for Wildfires - American Planning Association](#)
- [City of Talent Evacuation Maps](#)
- [Rogue Valley Rebuilds](#)



COMMUNITY & REGIONAL ISSUES



*This section includes the priorities for the **City of Talent** as it relates to how they will redevelop and rebuild after the Almeda Fire. Each subsection will highlight key issues to consider, goals and excerpts from previous planning documents, recommendations, project examples, and further resources on the topic.*



TRANSPORTATION



REAL ESTATE MARKET



RECREATION + ENVIRONMENT



LAND USE



HOUSING AFFORDABILITY



HOUSING TYPES LOOKBOOK



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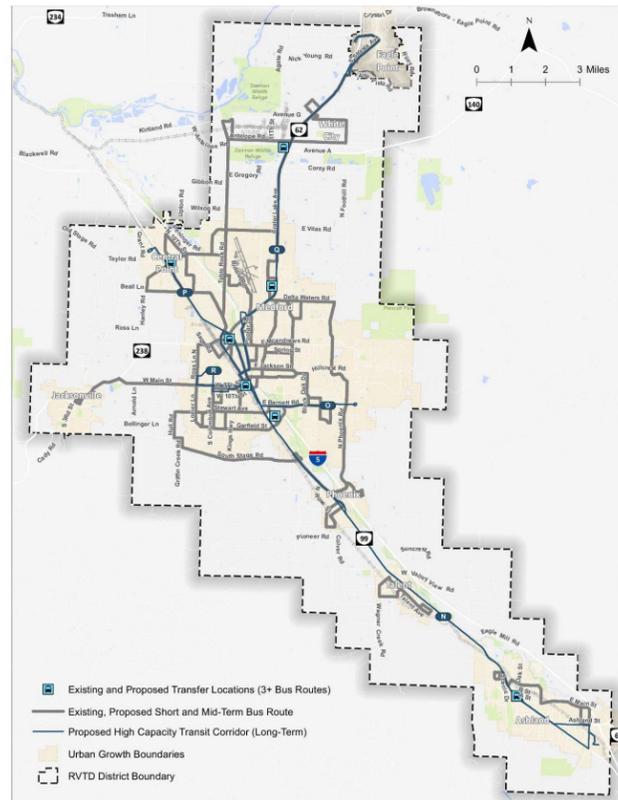
TRANSPORTATION

OVERVIEW

KEY ISSUES

- Mobile home parks (TSAs) on east side of Oregon 99 not well-served and not easily accessed
- Neighborhoods on westside of city are also unserved TSAs, but have poor street connectivity
- High concentrations of older adults, youth, low-income, and disabled persons

Figure 27: Long-term Preferred System - 2042



Page 75 | 2040 TMP | November 2019

Source: [RVTD 2040 TRANSIT MASTER PLAN](#).

Visit [here](#) for detailed demographics and resources related to transit, as well as phased plans.

RECOMMENDATIONS FOR FURTHER STUDY

- Look for opportunities to create connected, safe, and accessible biking routes
- Explore car-free public areas and bike routes to expand gathering areas and supplement ground floor businesses. Work with local fire department to understand opportunities and concerns around shared car-free multi-use paths and access requirements
- Use transportation improvements as an opportunity to assess synergies with other infrastructure: its age, durability, and resilience to hazards.
 - Implement low impact development practices to manage stormwater adjacent to project areas. Consider potential to mitigate future flooding impacts based on climate projections.
- Reinforce [evacuation routes](#) and consider additions to and support of non-vehicular routes needed for evacuation during a disruption event
- Provide a variety of transportation options that are alternatives to single occupancy vehicles
- Focus development around mass transit to minimize the use of car traffic
- Expand and connect the existing trail system
- Minimize dead ends to help emergency access and evacuations
- Consider (public) transit options for people with mobility challenges. How do they differ during an evacuation?

FURTHER RESOURCES

- [Comprehensive Plan \(2019\)](#)
- [Talent Transportation System Plan \(2015\)](#)
- [Talent TSP Technical Memoranda \(2013\)](#)
- [Phoenix TSP \(2016\)](#)
- [RVTD 2040 TRANSIT MASTER PLAN \(2019\)](#)
- [Jackson County Transportation System Plan \(2017\)](#)
- [Oregon Bicycle and Pedestrian Guidelines: Ch7 Shared Use Paths](#)
- [Oregon Metro: Best Practices for Shared-use Paths](#)
- [ODOT Seismic](#)
- [ODOT SW Oregon Projects](#)
- [The road to recovery: Rebuilding the transport sector after a disaster](#)
- [Transport Sector Recovery: Opportunities to Build Resilience](#)



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TRANSPORTATION

COMMUTING: CITY OF TALENT

Commuting trends

Talent is part of the complex, interconnected economy of Southern Oregon. Of the more than 1,016 people who work in Talent, more than 85% of workers commute into Talent from other areas, most notably Medford, Central Point, and Ashland. About 2,147 residents of Talent commute out of the city for work, mostly to Medford and Ashland.

Talent is part of an interconnected regional economy.

More than 862 people commute into Talent for work and nearly 2,147 people living in Talent commute out of the city for work. 154 people who live in Talent also work there.

85% of workers at businesses located in Talent live in Jackson County, mostly in areas outside of Talent.

27% of people employed at businesses in Talent live in Medford, 8% live in Ashland, 6% live in Central Point and 3% live in Ashland.

Exhibit 34. Commuting Flows, Talent, 2014

Source: US Census Bureau, Census On the Map.



Exhibit 35. Places Where Workers at Businesses in Talent Lived, 2014

Source: US Census Bureau, Census On the Map.



Three-quarters of residents of Talent work in Jackson County, most of them in cities outside of Talent.

30% percent of residents of Talent work in Medford, 24% in Ashland, and 3% in both Grants Pass and Talent.

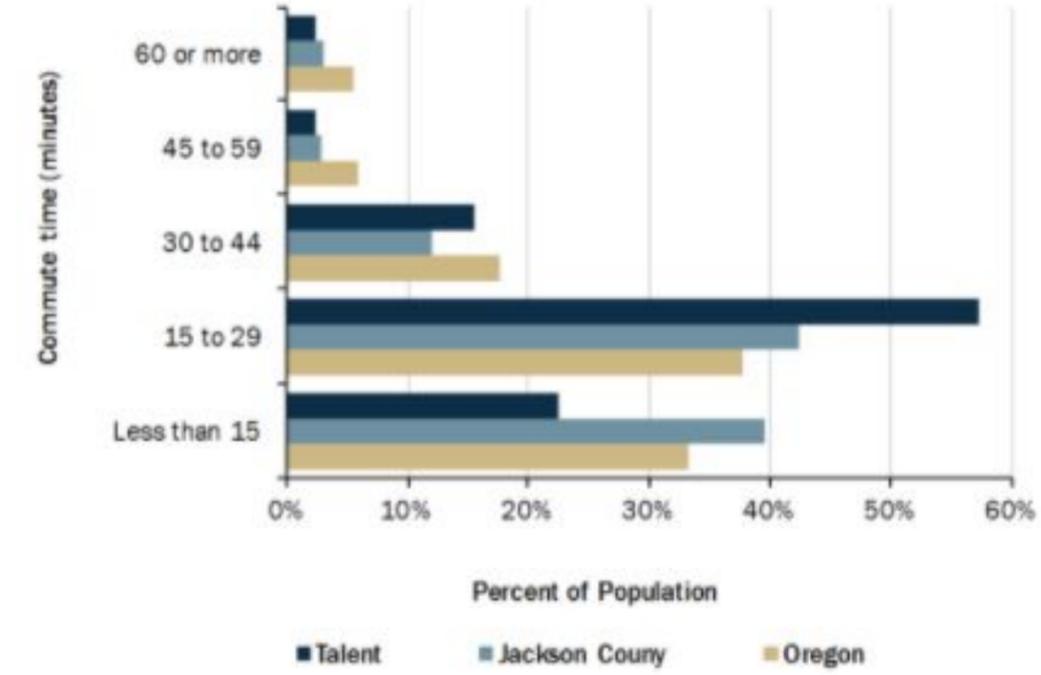
Exhibit 36. Places Where Talent Residents were Employed, 2014

Source: US Census Bureau, Census On the Map.



Most Talent residents have a commute time that takes less than 30 minutes.

About 80% of Talent residents have commute times less than 30 minutes, and only 2% commute for longer than one hour.



Source: City of Talent Housing Needs Analysis, 2017-2037 - ECO Northwest

TRANSPORTATION

COMMUTING: CITY OF PHOENIX

Commuting trends

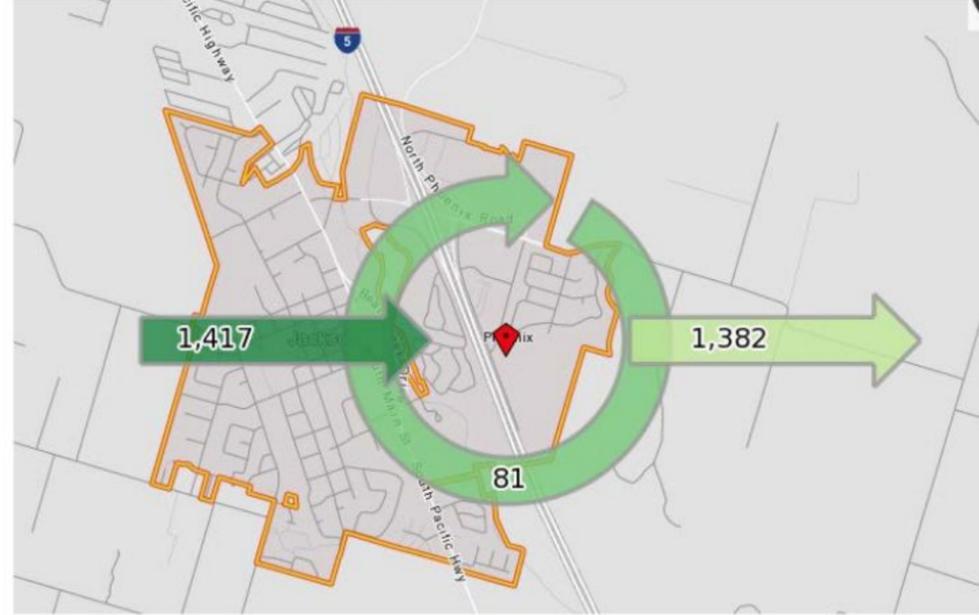
Phoenix is part of the complex, interconnected economy of the Southern Oregon. Of the more than 1,400 people who work in Phoenix, more than 95% of workers commute into Phoenix from other areas, most notably Medford, Central Point, and Ashland. More than 1,300 residents of Phoenix commute out of the city for work, mostly to Medford and Ashland.

Phoenix is part of an interconnected regional economy.

More than 1,400 people commute into Phoenix for work and nearly 1,400 people living in Phoenix commute out of the city for work.

Exhibit 36. Commuting Flows, Phoenix, 2012

Source: US Census Bureau, Census On the Map.



Three-quarters of residents of Phoenix work in Jackson County, most of them in cities outside of Phoenix.

Forty-five percent of residents of Phoenix work in Medford and 20% in Ashland. Six percent of Phoenix residents live and work in Phoenix.

Exhibit 38. Places Where Phoenix Residents were Employed, 2011

Source: US Census Bureau, Census On the Map.

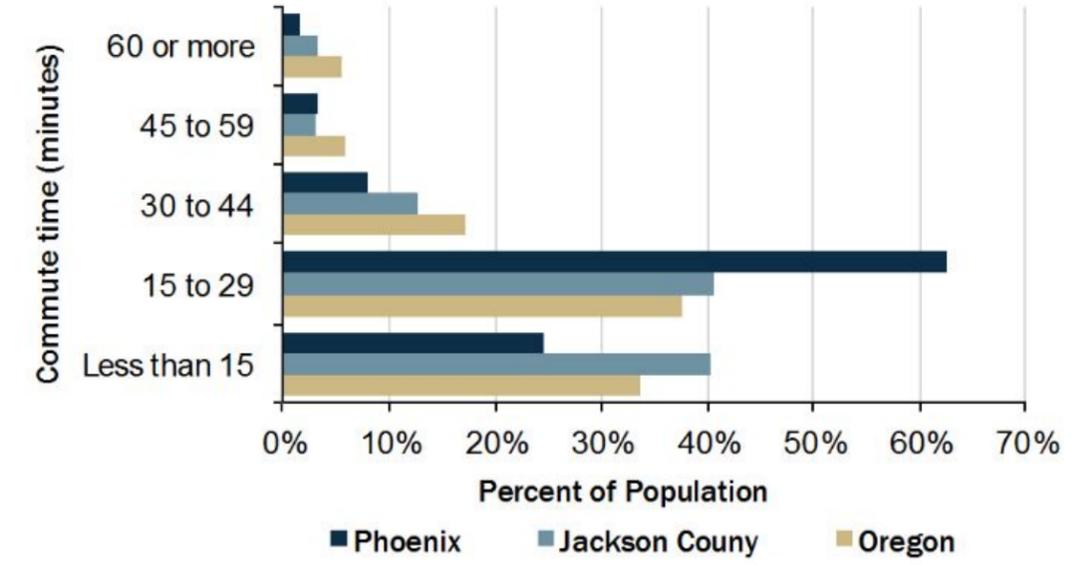


Most Phoenix residents have a commute time that takes less than 30 minutes.

About 87% of Phoenix residents have commute times less than 30 minutes, and only 2% commute for longer than one hour.

Exhibit 39. Commute Time by Place of Residence, Phoenix, Jackson County, Oregon, 2009-2013

Source: US Census Bureau, 2009-2013 ACS Table B08303.



More than 90% of workers at businesses located in Phoenix live in Jackson County, mostly in areas outside of Phoenix.

Thirty-percent of people employed at businesses in Phoenix live in Medford, 6% live in Central Point, and 5% live in Phoenix and Ashland each.

Exhibit 37. Places Where Workers at Businesses in Phoenix Lived, 2012

Source: US Census Bureau, Census On the Map.



Source: City of Phoenix Housing Needs Analysis - ECO Northwest

TRANSPORTATION

POLICY GOALS: Talent Transportation System Plan (2015)

General Transportation Goal:	Provide a safe and efficient transportation system that reduces energy requirements, regional air contaminants, and public costs and provides for the needs of those not able or wishing to drive automobiles.	
Finance Goal:	Establish adequate funding to meet the current and future capital, maintenance, and operations needs of the transportation system for the Talent urban area.	<p>Objective 1: Meet the current and future capital improvement needs of the transportation system for the Talent urban area, as outlined in this plan, through a variety of funding sources.</p> <p>Objective 2: Secure adequate funding to implement a street maintenance program that will sustain a maximum service life for pavement surface and other transportation facilities.</p> <p>Objective 3: Secure adequate funding for the operation of the transportation system including advance planning, design engineering, signal operations, system management, illumination, and cleaning activities.</p>
Land Use Goal:	Encourage land uses that reduce reliance on single-occupancy automobiles.	
Transportation System Management Goal:	Maximize the efficiency of the existing surface transportation system through management techniques and facility improvements.	<p>Objective 1: Maintain and operate a system of traffic control devices at an optimal level of service and efficiency that is consistent with existing funding levels.</p> <p>Objective 2: Maximize the effective capacity of the street system through improvements in physical design and management of on-street parking.</p>
Access Management Goal:	Maximize the efficiency and safety of surface transportation systems by managing access.	
Transportation Demand Management Goal:	Reduce the demands placed on the current and future transportation system by the single-occupant automobile.	<p>Objective 1: Encourage the use of alternative travel modes by serving as an institutional model for other agencies and businesses in the community.</p> <p>Objective 2: Work towards reducing the vehicle miles traveled (VMT) in the Talent urban area by assisting individuals in choosing alternative travel modes.</p>
Parking Goal:	Ensure the Talent urban area has an appropriate supply of parking facilities that supports the goals and objectives of this plan.	<p>Objective 1: Define an appropriate role for on-street parking facilities.</p> <p>Objective 2: Promote economic vitality and neighborhood livability by requiring an appropriate supply of off-street parking facilities.</p> <p>Objective 3: Work towards meeting the State Transportation Planning Rule goals to reduce per capita parking supply by the year 2019 to discourage reliance on private cars and consequently encourage the use of public transit, bicycles, and walking.</p>



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POLICY GOALS: Talent: Transportation System Plan (2015)

<p>Streets Goal:</p>	<p>Provide a comprehensive system of streets and highways that serves the mobility and multimodal travel needs of the Talent urban area.</p>	<p>Objective 1: Develop a comprehensive, hierarchical system of streets and highways that provides for optimal mobility for all travel modes throughout the Talent urban area.</p> <p>Objective 2: Design City streets in a manner that maximizes the utility of public right-of-way, is appropriate to their functional role, and provides for multiple travel modes, while minimizing their impact on the character and livability of surrounding neighborhoods and business districts.</p> <p>Objective 3: Continue to promote traffic safety by enforcing clear vision area regulations applicable to public and private property located at intersections.</p> <p>Objective 4: Efficiently plan, design, and construct City-funded street improvement projects to meet the safety and travel demands of the community.</p> <p>Objective 5: Improve the street system to accommodate travel demand created by growth and development in the community.</p>
<p>Economic Goal:</p>	<p>Build and maintain the transportation system to facilitate economic development in the region.</p>	
<p>Bicycle Goal:</p>	<p>Facilitate and encourage the increased use of bicycle transportation in Talent by ensuring that convenient, accessible, and safe cycling facilities are provided.</p>	<p>Objective 1: Create a comprehensive system of bicycle facilities.</p> <p>Objective 2: Promote bicycle safety and awareness.</p>
<p>Pedestrian Goal:</p>	<p>Provide a comprehensive system of connecting sidewalks and walkways that will encourage and increase safe pedestrian travel.</p>	<p>Objective 1: Create a comprehensive system of pedestrian facilities.</p> <p>Objective 2: Support mixed-use development that encourages pedestrian travel by including housing close to commercial and institutional activities.</p> <p>Objective 3: Encourage education services and promote safe pedestrian travel to reduce the number of accidents involving pedestrians.</p>
<p>Transit Goal:</p>	<p>Support a transit system that provides convenient and accessible transit services to the citizens of the Talent urban area.</p>	<p>Objective 1: Ensure that transit services are accessible to Talent urban area residences and businesses.</p> <p>Objective 2: Increase overall daily transit ridership in the Talent urban area to mitigate a portion of the traffic pressures expected by regional growth.</p>



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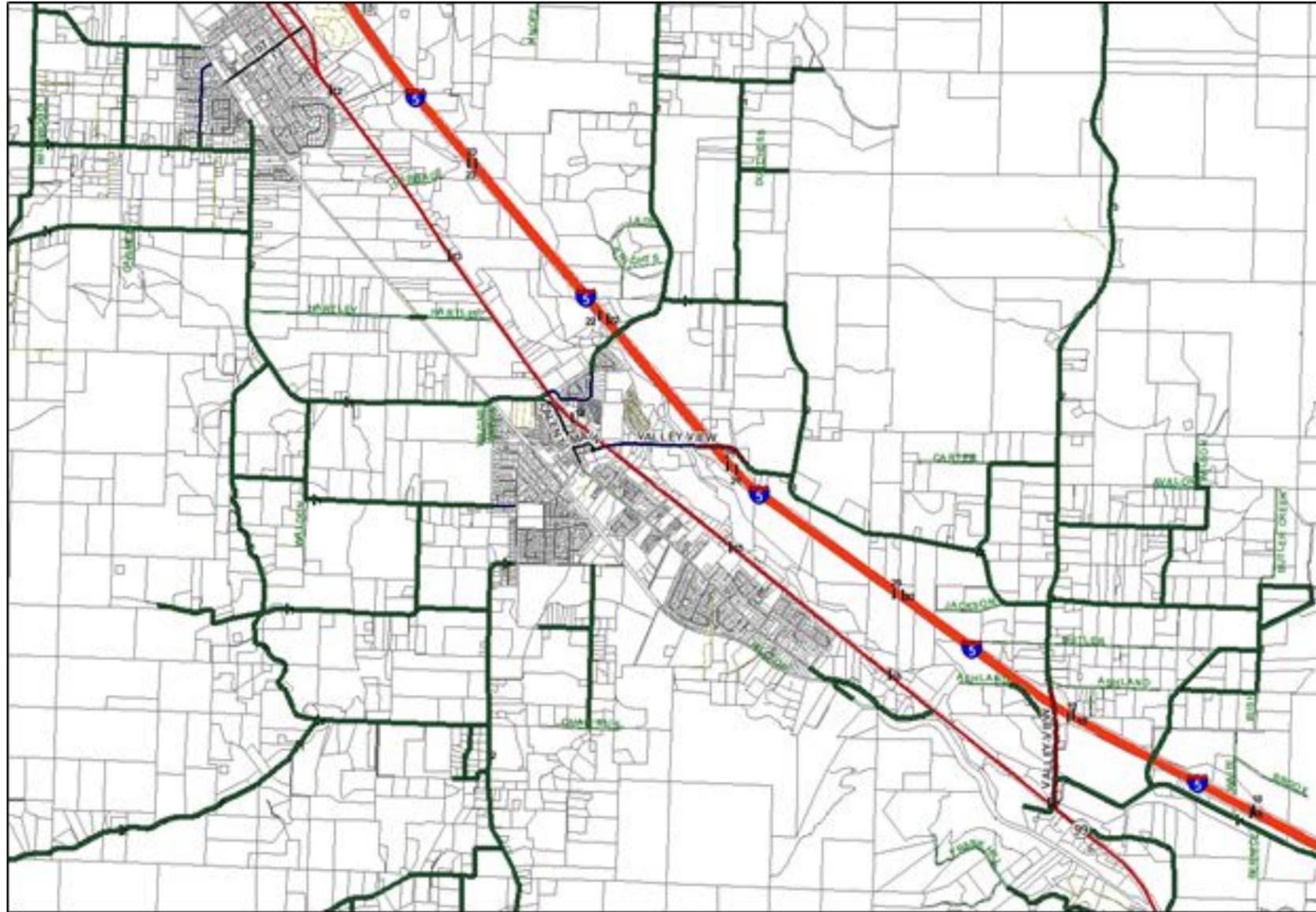
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ROAD MAINTENANCE RESPONSIBILITIES: CITY OF TALENT



-  ODOT
-  Jackson County
-  City of Talent



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THE 20-MINUTE NEIGHBORHOOD

Access to basic goods and services is critical for any community. A density of key resources within a 20-minute walk or bike ride from housing contributes to more-livable, healthier, more accessible, and more equitable neighborhoods. This can relieve the pressure on transportation systems and reduce the need for large amounts of parking around each service. This concept is greatly supported by:

- a mix of land uses for living, working, and playing
- a diversity of resources and services that can meet the daily needs of the residents and workers, especially access to healthy food options
- a density of residents to support a broad range of resources and services
- public gathering places of cultural significance or enrichment
- access to public transit, and safe pedestrian and bike networks



Source: State Government of Victoria



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PROJECT EXAMPLES

Shared-use/multi-use paths



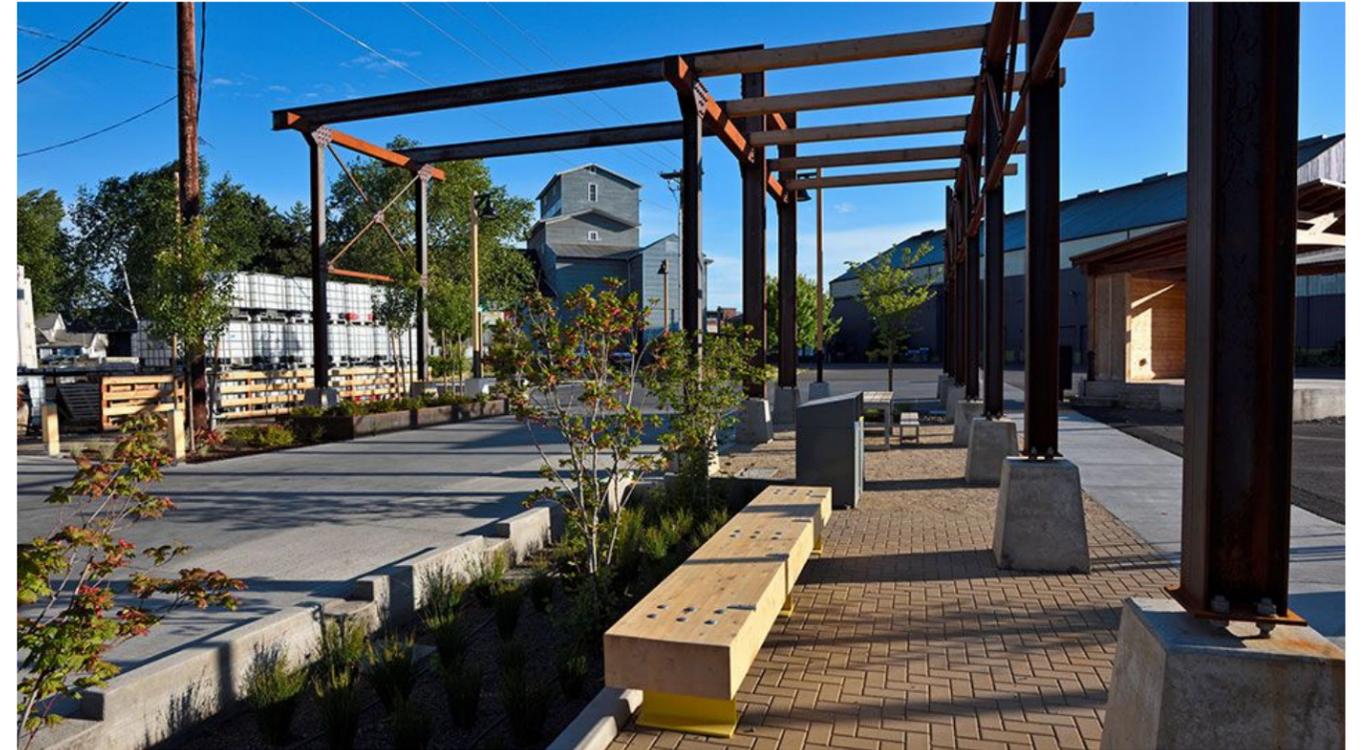
Bike and pedestrian shared multi-use path that accommodates emergency vehicles
Mountain View, CA

Multi-use paths can act as safe and accessible passageways for recreation or commuting. They are typically separated from vehicular traffic and identify different lanes for bikes and pedestrians. They can offer car-free zones around buildings if care is taken to **provide access, maneuverability, and weight support for emergency vehicles.**

Other shared-use path examples:

- [The Atlanta Beltline](#)
- [Indianapolis Cultural Trail](#)
- [Minneapolis Midtown Greenway](#)

Shared Streets



Alpine Avenue
McMinnville, OR

Shared streets like [Alpine Avenue](#) allow for vehicular traffic, but can be closed down during an event as needed. They generally have generous sidewalks and seating areas, and flush, but visible, transitions to the street. They provide safe places for community gathering, as well as can support economic development.



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REAL ESTATE MARKET CONDITIONS

Sources: City of Talent Housing Needs Analysis, 2017-2037 - ECO Northwest
 City of Phoenix Housing Needs Analysis - ECO Northwest

Exhibit 52. Estimated housing development potential on vacant residential lands, number of dwelling units, Talent UGB

Source: Buildable Lands Inventory from City of Talent; Calculations by ECONorthwest
 *Note: This analysis assumes that a Medium Density Residential Designation will replace the existing Residential Manufactured Home Designation.
 Note: DU is dwelling unit.

Plan Designation	Buildable/Suitable Acres	Gross Density (du/acre)	Dwelling Units Capacity
Low Density (RL-CL)	38	4.0	152
Low Density (RL-UGB)	69	4.0	276
Medium Density (RM)*	5	7.7	38
High Density (RH)	12	13.7	164
Total	124	5.1	630

Talent will have demand for a mix of housing types over the 20-year period, an increase in the percentage of new housing in single-family attached and multifamily housing.

Exhibit 48. Forecast of demand for new dwelling units, Talent UGB, 2017 to 2037

Source: Calculations by ECONorthwest

Needed new dwelling units (2017-2037)	1,272
Dwelling units by structure type	
Single-family detached	
Percent single-family detached DU	65%
equals Total new single-family detached DU	826
Single-family attached	
Percent single-family attached DU	10%
equals Total new single-family attached DU	127
Multifamily	
Percent multifamily detached DU	25%
equals Total new multifamily DU	318
Total new dwelling units (2017-2037)	1,272

Exhibit 15. Percent of Housing Units that are Vacant, 2010-2014



Exhibit 41. Median Gross Rent, 2010-2014



Exhibit 8. Housing Mix, 2009-2013

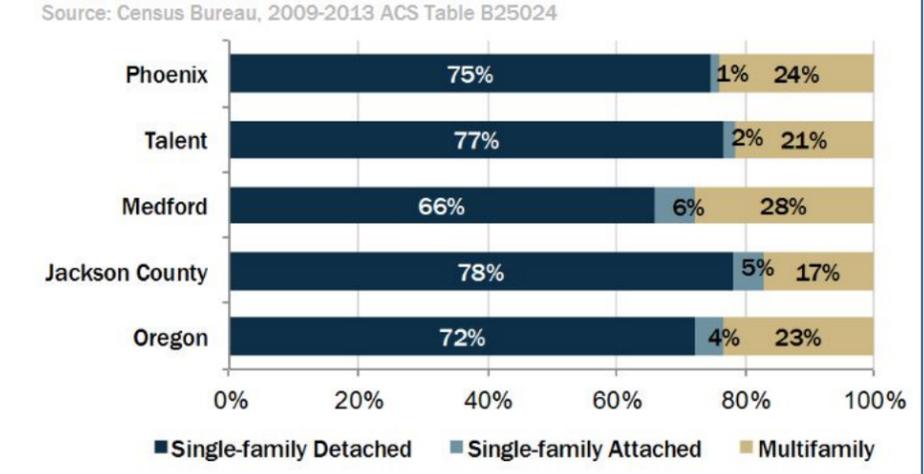
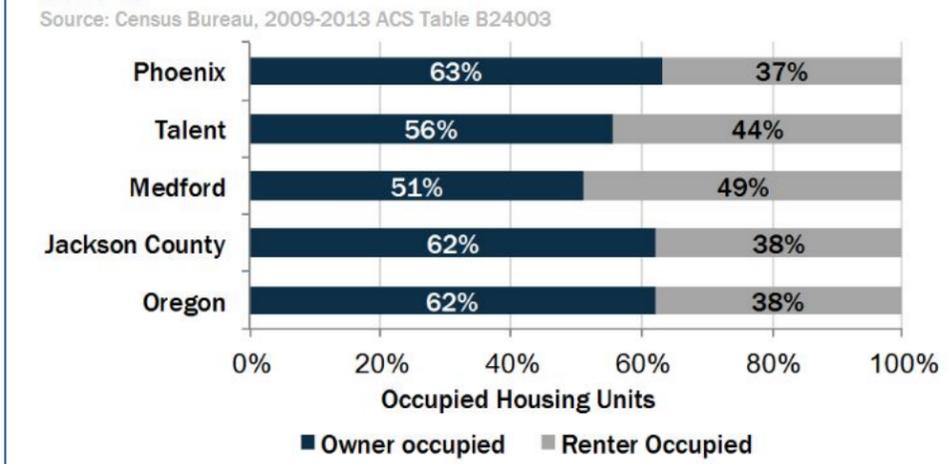


Exhibit 12. Tenure, Occupied Units, Phoenix, Medford, Jackson County, 2009-13



FURTHER RESOURCES

- [City of Talent Housing Needs Analysis, 2017-2037 - ECO Northwest](#)
- [City of Phoenix Housing Needs Analysis - ECO Northwest](#)
- [Housing Impact Assessment Oregon Wildfires And Straight-line Winds - HUD, FEMA](#)
- Jackson County gets **Community Development Block Grant Funds (CDBG)** requiring the completion of a 5 Year Consolidated Plan for Affordable Housing. There are annual plans required within the 5 year timeframe. Here is a link to the county website's CDBG page, it looks like they follow the [State's CDBG Consolidated Plan](#). The State's Plan would serve as another reference point for affordable housing needs across Oregon.

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HOUSING AFFORDABILITY

KEY ISSUES

- There was strong demand for multi-unit housing before the 2020 fire: rental costs were high and vacancies were low
- There was high demand for senior housing
- 56% of renters were cost burdened, compared with 45% of homeowners (2014).
- Conservative need was about 63 units per year until 2037 (1272 new dwelling units between 2017-2037)
- A large portion of housing units lost in the fire were more-attainable manufactured dwelling units

ACTION ITEMS:

- Set a concrete target for how many units Talent would like to see added to the housing stock each year.
- Establish policies for using Construction Excise Tax funding: For example, should the funding go to supporting certain housing types, certain forms of tenure, housing for certain income levels, innovative or proof-of-concept projects, or something else?

ACTIONS ALREADY TAKEN:

- Significant code updates reducing lot sizes, parking mandates, review processes, and others.
- The City has a Construction Excise Tax in place

FURTHER RESOURCES

- [Oregon Disaster Housing Recovery Action Plan](#)
- [Preserving, Protecting, and Expanding Affordable Housing: A Policy Toolkit for Public Health](#)
- [Rural Development Policy Toolkit](#)
- [Promoting housing affordability: Best practices to deliver intermediate housing at scale](#)

RECOMMENDATIONS FOR FURTHER STUDY

- Support preservation of existing homes
- Look for opportunities to upzone select properties to a higher density
- Require affordable units as condition of future rezones to high-density residential (from commercial or low-density)
- Consider using public funding to acquire land for manufactured housing parks, or assisting residents in manufactured housing in forming cooperatives for collective ownership. (See OR [90.8444](#) and [90.842](#))
- Reduce or eliminate off-street parking requirements
- Assist residents in applying to Oregon Emergency Rental Assistance Program, 2021 [Opens May 19](#)
- Encourage the use of pre-approved or prescriptive housing designs to expedite permitting processes
- Explore applying for CDBG funding through Jackson County/OR state to build infrastructure or other uses.
- Consider a long-term land banking strategy
- FAR/building height bonuses for affordable unit percentage (TBD)
- Expand upon middle housing and [ADU](#) regulatory updates with further code refinements and other supporting policies
- Reduce/eliminate SDC/CET fees for affordable units
- Focus development along the 99-corridor and Talent Ave.
 - Support with key bike/public transportation infrastructure
- Offer a menu of incentive choices for developers to choose from for flexibility
- Provide developers the option to build smaller/micro units
- Prefabricated construction processes
- Look to housing patterns that are culturally relevant to the residents
 - More but smaller bedrooms, larger living rooms
 - Community clusters or courtyard housing
- De-stigmatize manufactured home communities
 - Work with local mobile home manufacturers to develop resilient units
 - Consider design incentives for well-landscaped, maintained, and designed manufactured home communities
- Major incentives for developers – i.e. cheap land
- Ease public infrastructure costs for new development through CET funding support
- Allow permits for RVs and tiny homes on wheels on individual properties for residential use, including a requirement for a utility hookup: [Portland example](#)



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HOUSING AFFORDABILITY

ANTI-DISPLACEMENT

As redevelopment occurs in wildfire impacted communities, maintaining housing affordability is a major concern. Much of Talent’s affordable housing consisted of older mobile home units, and due to construction and manufacturing cost increases, these units cannot be replaced in-kind at pre-fire costs. Low income residents, fixed income seniors, and communities of color are at particularly high risk of displacement as a result. Strategies to preserve affordable housing options, and specifically to encourage those most at risk of displacement to remain within the Talent community, should be considered as redevelopment occurs.

FURTHER RESOURCES

Mobile Home Park zoning

- [Portland enacts new zone to prevent redevelopment of mobile home parks](#)
- [Portland Approves Protection For Mobile Home Parks](#)

Community Land Trusts

- [Community Land Trusts \(CLTs\)](#)

Anti-Displacement Best Practices/Building Community Wealth

- [Fighting gentrification and displacement: Emerging best practices](#)
- [CITYWIDE ANTI-DISPLACEMENT STRATEGY: San Jose, CA](#)
- [Reside Vancouver: An Anti-Displacement Strategy](#)
- [How Policymakers Can Prevent Displacement and Foster Inclusive Neighborhoods](#)

Strategies for affordability and preventing displacement

Listed below are some of the strategies that government agencies can take to help prevent, mitigate, or provide assistance to existing residents as the community rebuilds:

- Require all new residential development to provide mitigation measures to assure existing residents are not priced out of the area.
- Provide incentives for property owners to rent units at affordable rates to lower include tenants.
- Create a community land trust or work with an existing land trust to help purchase properties for development of affordable housing before land values increase from zoning changes. Community land trusts are agreements between a non-profit and community that ensure the long-term affordability of housing. They allow residents to purchase homes at a lower cost and build equity over time.
- Consider a community investment trust like [this example](#) being implemented in East Portland. The program provides opportunities for low-income renters to invest in a trust fund that is targeted at developing a specific site into a useful community asset like housing or workspace or retail space. small scale investors build up equity over time and can eventually plow that into an ownership stake. They also receive financial planning service as part of the trust membership.
- Coordinate with the State and County to establish bond funding for affordable housing rebuilding in wildfire impacted communities (similar to Metro’s Affordable Housing Bond Program).
- Utilize Manufactured Home Park zone for Talent, TMC 18.35 to preserve existing parks in the area. Amend the existing zoning map to apply this zone to existing MHP areas. The city of Portland created a new zone for Mobile and Manufactured Home Parks and provided density transfers for property owners.
- See more recommendations on the [Housing Affordability overview page](#)

HOUSING AFFORDABILITY

INCLUSIONARY ZONING HOUSING POLICIES

- Harnesses market-rate development to produce affordable units, can create mixed-income opportunities
- May decrease supply of housing by discouraging builders, or builders selecting smaller projects to avoid requirements
- May drive up costs of market-rate housing units produced
- Can help to subsidize the costs of building the below-market-rate units
- Targets housing developers, who are already contributing to the production of needed residential units, to further expand residential options; does not engage landowners or developers who are not involved in any residential development
- Research not clear about existence or scale of these effects

IF THE CITY WERE TO PURSUE A PROGRAM, WOULD NEED TO ADDRESS:

- Which zones/areas to include
- What size projects should be targeted (20+ units)
- How many of these types of units the City would like to see on an annual basis, and how to improve the program if it is not delivering
- Whether to pair with zoning incentives like ground-floor residential area, height bonus, parking reductions
- Whether to offer off-site or fee-in-lieu options instead of constructing on site
- Required ratio of market rate and income-restricted units
- Needs to be informed by robust, city-level data and analysis

OTHER CONSIDERATIONS

- Programs should be evaluated regularly to determine whether or not they are producing desired outcomes.
- City should actively recruit and partner with developers familiar with mixed-income developments and/or affordable housing developments, as such projects can require specialized expertise
- Program management/administration, responsibilities, and partnerships
- Consider a land value tax, applicable at time of sale, that would capture increase in value due to surrounding neighborhood improvements, and could feed into funding to support affordability incentives

LAND USE CODES CURRENTLY UNDER REVIEW

(as of Aug '21 by JET Planning)

Code updates will be developed through a separate process, but thematically integrated with affordability measures proposed through this project. Update components will include:

- Integrating residential uses in select commercial zones with an affordability component (Title 18).
- Building upon recently adopted middle housing code provisions (Title 18) to incorporate emerging best practices from statewide HB 2001 implementation experiences, in order to improve development feasibility of middle housing.
- Revisions to subdivision code (Title 17) to streamline the process, align with middle housing development opportunities, and clarify approval criteria, including requirements for emergency access in new developments.

FURTHER RESOURCES

- [Article: Value Capture Reconsidered: What if L.A. was Actually Building Too Little?](#)



HOUSING AFFORDABILITY

GATEWAY SITE DEVELOPMENT PLAN



The Talent Gateway Site Development Plan offered an opportunity for the City of Talent to plan for future development of a key 4.5 acre downtown property owned by the Talent Urban Renewal Agency (“TURA”). The Gateway Site Development Plan was prepared as part of a public-private partnership.

The site design process assured compact, mixed use, pedestrian-friendly, and sustainable development principles were integrated into recommended development concepts and site plans considered by the City.

RECOMMENDATIONS FOR FURTHER STUDY

- Reduce discretionary requirements not linked to life safety or building codes
- Reducing SDCs either through paying down the fees with TIF funds or allowing a developer to finance all or a portion of the SDCs
- Abating permit fee costs
- Providing the land for development a low or no cost
- Providing a low interest loan to help reduce financing costs
- Establishing a Vertical Housing Development Zone, which allows for a ten-year, 40% tax abatement on improvements for mixed use development
- In the case of Maker Space, consider detaching that project from the development of the rest of the property, and negotiate some alternative funding model with Talent Maker City

FURTHER RESOURCES

- [City of Talent Gateway Project](#)
- [Downtown Gateway Site One-pager](#)

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HOUSING AFFORDABILITY

HOUSING TYPES LOOKBOOK

[CLICK HERE to view the Housing Types Lookbook](#)

The Housing Types Lookbook was created as a source of inspiration for rebuilding Jackson County with an innovative and attainable housing supply. Housing types explored include missing middle housing, manufactured homes, live/work units, and other innovative housing types. Each section catalogues the following information:

STANDARD DEFINITION AND COMMON FEATURES OF THE HOUSING TYPE

TYPICAL LOT SIZE, UNIT SIZE, AND TENURE TYPE

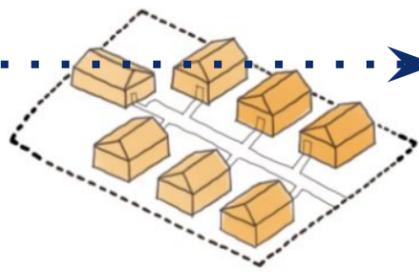
PROJECT PRECEDENT IMAGES

CODE CONSIDERATIONS OR DEVELOPMENT STANDARDS THAT MIGHT INHIBIT OR CATALYZE DEVELOPMENT OF THIS PRODUCT

COTTAGE CLUSTERS

Small, unattached homes, clustered around a shared open space. A cottage is typically under 1,000 square feet in footprint.

This housing type provides a **community-oriented** option for anyone interested in smaller housing, including younger homeowners and seniors. Cottage clusters offer many benefits, including reduced landscape maintenance responsibilities, efficient parking design, and shared amenities.



TYPICAL LOT SIZE
1,200 – 2,700 sf

DENSITY RANGE
5 - 35 per acre

RENT vs. OWN
Usually Own

- CODE CONSIDERATIONS / DEVELOPMENT STANDARDS
- Maximum lot sizes may present a challenge to developing cottage clusters
 - Recommend that parking allocations be determined by property owner and public ROW be managed as necessary
 - Require all cottages to orient entrances onto paths internal to the site or a common open space



HOUSING AFFORDABILITY

EMERGENCY/SHORT-TERM HOUSING



The New York City Office of Emergency Management Interim Urban Post Disaster Housing Prototype was designed to address humane, long term shelter within a dense urban community. Photo Credit: James Garrison.
Source: [AIA Disaster Assistance Handbook](#)

“In some cases, temporary shelter or transitional housing is unavailable to vast numbers of displaced residents. In these cases, displaced residents occupy significant encampments throughout the world. The design of these encampments tends to follow military design strategies, but frequently fails to address community integration. While the average lifespan of a camp is often 15-20 years, there is little architectural design integration into camp planning. Encampments present a two-fold opportunity. First is the opportunity to frame strategies for quick operationalizing post-event and second is the opportunity to think more holistically about community integration and larger urban scale planning frameworks. Both require greater integration of social and economic performance measures as well as a focus on health monitoring.”
- [AIA Disaster Assistance Handbook](#) // Chapter 5 // Disaster recovery



The Katrina Cottage, a small, prefabricated house, was designed and immediately adopted as a prototype for a small “seed cottage,” which could provide immediate housing on a damaged property. When resources were available, it could be expanded to become a permanent part of the house. The original Katrina Cottage became a packaged kit of parts and sold by Lowe’s.
Source: [AIA Disaster Assistance Handbook](#)



PAD – short for Portable Adaptive Dwelling – is a prototype for affordably-built, secure and transportable housing for the homeless community. PAD is one of 14 submission for the [Partners on Dwelling \(POD\) Initiative](#), intended to ensure those without homes can remain in their communities, and aimed at setting a nationwide precedent for how municipalities help those living on the streets transition into safe, stable homes.

HOUSING AFFORDABILITY

EMERGENCY/SHORT-TERM HOUSING

Oregon examples:

- Square One Villages in Eugene, has pioneered several models for small scale living for both short and long term residences.
- Unity Shelter in Corvallis has developed a short term micro-shelter program for temporary housing needs.



Emerald Village, Eugene. From <https://www.squareonevillages.org/emerald>

Emerald Village Eugene
 Providing an accessible and sustainable housing option for people with very low-incomes—through tiny houses that are safe, livable, and significantly more affordable within a stable community setting.

Emerald Village Eugene (EVE) is a project developed by SquareOne Villages, a non-profit organization creating self-managed communities of low-cost tiny homes for people in need of housing. It builds upon the success of Opportunity Village Eugene, a transitional micro-housing community for otherwise homeless individuals and couples. This next iteration of our "village model" will provide a more accessible and sustainable place to transition to.

Unlike most affordable housing projects, residents of EVE will not simply be renters; they will be members of a housing cooperative with a share in ownership of the village—enabling them to create a modest asset that can be cashed out if and when they choose to move out.

Members will make monthly payments of between \$250-\$350 to cover operating costs. As part of this payment, each household will also accumulate a \$1,500 share, paid in increments over the course of 30 months.

Each of the 22 homes at EVE are designed to meet the definition of a "permanent dwelling"—including sleeping and living areas, a kitchenette, and bathroom—all in 160-300 square feet. The individual units will be supported by a common building that includes a gathering area, kitchen, laundry, restroom, and tool storage.

more info: www.squareonevillages.org
 contact: info@squareonevillages.org



Microshelters in Corvallis. Photo from City of Corvallis

FURTHER RESOURCES

- [Square One Villages](#)
- [Unity Shelter](#)

LAND USE

KEY ISSUES

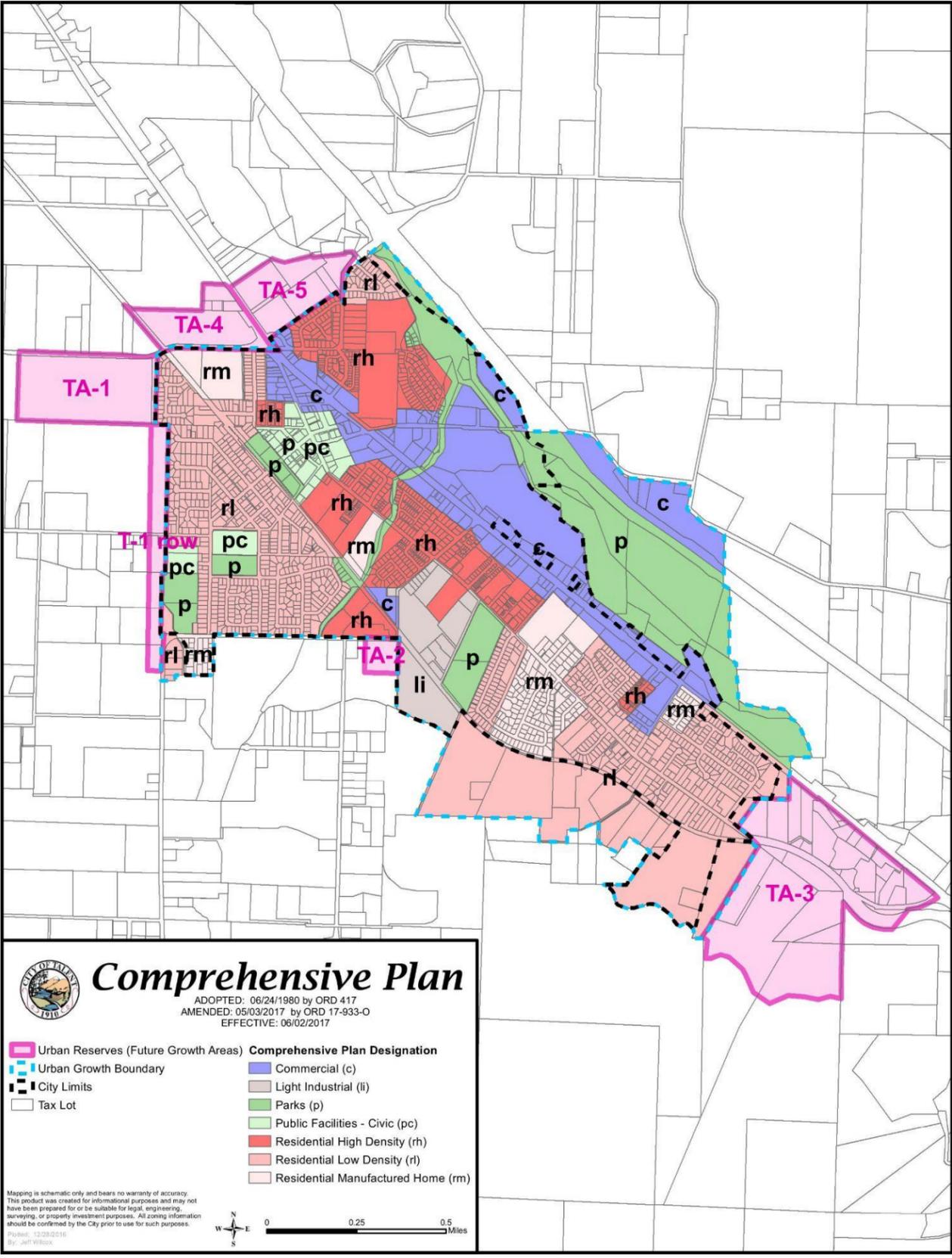
- Residential to commercial land balance: Opportunity for more medium density residential development in Talent, while Phoenix is considered a “bedroom community.”
- Limited mixed-use designated land in both Talent and Phoenix
- Significant portions of the potential urban growth areas are constrained by agricultural lands, wetlands and topography

RECOMMENDATIONS FOR FURTHER STUDY

- Update buildable lands inventory to reassess post-fire development capacity
- Consider enabling denser residential and mixed-use or commercial development in community cores
- Utilize Manufactured Home Park zone for Talent, TMC 18.35 to preserve existing parks in the area. Amend the existing zoning map to apply this zone to existing MHP areas.

FURTHER RESOURCES

- [City of Talent Comprehensive Plan \(2019\)](#)
- [City of Phoenix Comprehensive Plan \(2020\)](#)
- [Jackson County Comprehensive Plan \(2015\)](#)
- [Talent Residential Land Use Efficiency Measures Analysis \(2017\)](#)



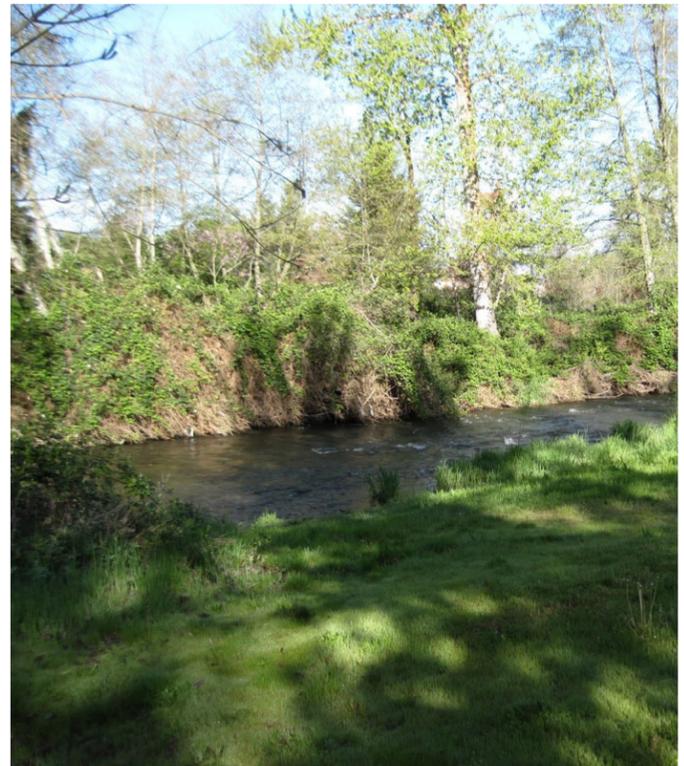
RECREATION & ENVIRONMENT

OVERVIEW

- KEY ISSUES**
- Use and maintenance of Natural Areas
 - Trail and open space access and connectivity
 - [Bear Creek Greenway](#)
 - [Climate Change Adaptation](#)



Ecosystem services provided by natural areas and processes



Lynn Newbry Park



Main Street

- RECOMMENDATIONS FOR FURTHER STUDY**
- Incorporate recommended site and building design into planning review that align with [Firewise](#) standards
 - Find incentives that encourage use
 - Identify site for demonstration landscapes
 - Look to partner with public facilities, parks, and schools for educational opportunities
 - Identify natural area restoration projects that can act as buffers to future hazards as well as open space for the community. Consider an Ecosystem Service Evaluation to help prioritize efforts and find synergies to reduce risks for wildfire, floods, and landslides
 - Consider exploration of [Miyawaki Forestry](#) methods
 - Consider use of edible plantings along public trails and in parks
 - Identify potential synergies between local agricultural and industrial practices / resources and forest and trail management
 - Expand the use of public open spaces - especially around new development - in order to support gathering, recreation, and space for local businesses to expand into.

FURTHER RESOURCES

- [Talent Parks Master Plan](#) (2006)
- [Final Draft Park Master Plan](#) (2020)
- [Greenways Master Plan](#) (2001)
- [Wagner Creek Greenway Connection Plan](#) (2007)
- [Firewise Landscaping Checklist](#)

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RECREATION & ENVIRONMENT

POLICY GOALS: CITY OF TALENT

[City of Talent Comprehensive Plan \(2019\)](#)

POLICY 3: Recreation: It is the policy of the City of Talent to provide recreational opportunities that balances the needs of all ages and users.

LAND USE

- Consider changes to the Talent Zoning Ordinance (TZO) to implement the following:
 - (a) Designating, upon site plan review, **small scale parks** (“tot lots” of at least 10,000 sq. ft.) at locations where adequate maintenance and police protection can be provided.
 - (b) Analyze the TZO for parks and open space opportunities with regard to the urban growth boundary amendment (UGBA) process. The City Planner, Planning Commission, and City Council will have an opportunity to identify land for parks, open space, or public use. The purchase of property will follow the same guidelines of an open space acquisition program described in Policy 2, Strategy
 - (c) Encourage hillside property owners to allow **access to public lands, that promotes pedestrian and hiking connections to trails, recreation, and viewsheds**. Upon site plan review of all hillside development the Parks and Recreation Commission, Planning Commission, and City Planner shall have an opportunity to review or comment on proposals pertaining to these areas. Conservation easements could be explored as a solution.

COMMUNITY

- The City of Talent and the Parks and Recreation Commission should continue to support **community-sponsored activities**, such as the annual Harvest Festival, that build a sense of community and pride for all its residents.

ACCESS & CONNECTIVITY

- Continue discussions with the Phoenix-Talent School District about **shared park use**.
- A system of **bicycle and pedestrian walkways** should be developed as part of the state-mandated Transportation System Plan (TSP) in cooperation with the Public Works Department and City Planner. It should be consistent with both recreation and alternative transportation goals.
- New development on hillsides, knolls, and hilltops, are subject to steep slopes, high runoff, and soil erosion. In addition, informal trails that lead to viewpoints on the hillsides are an important recreation resource. As a result of these conditions any new developments will need to address **conservation and access**.

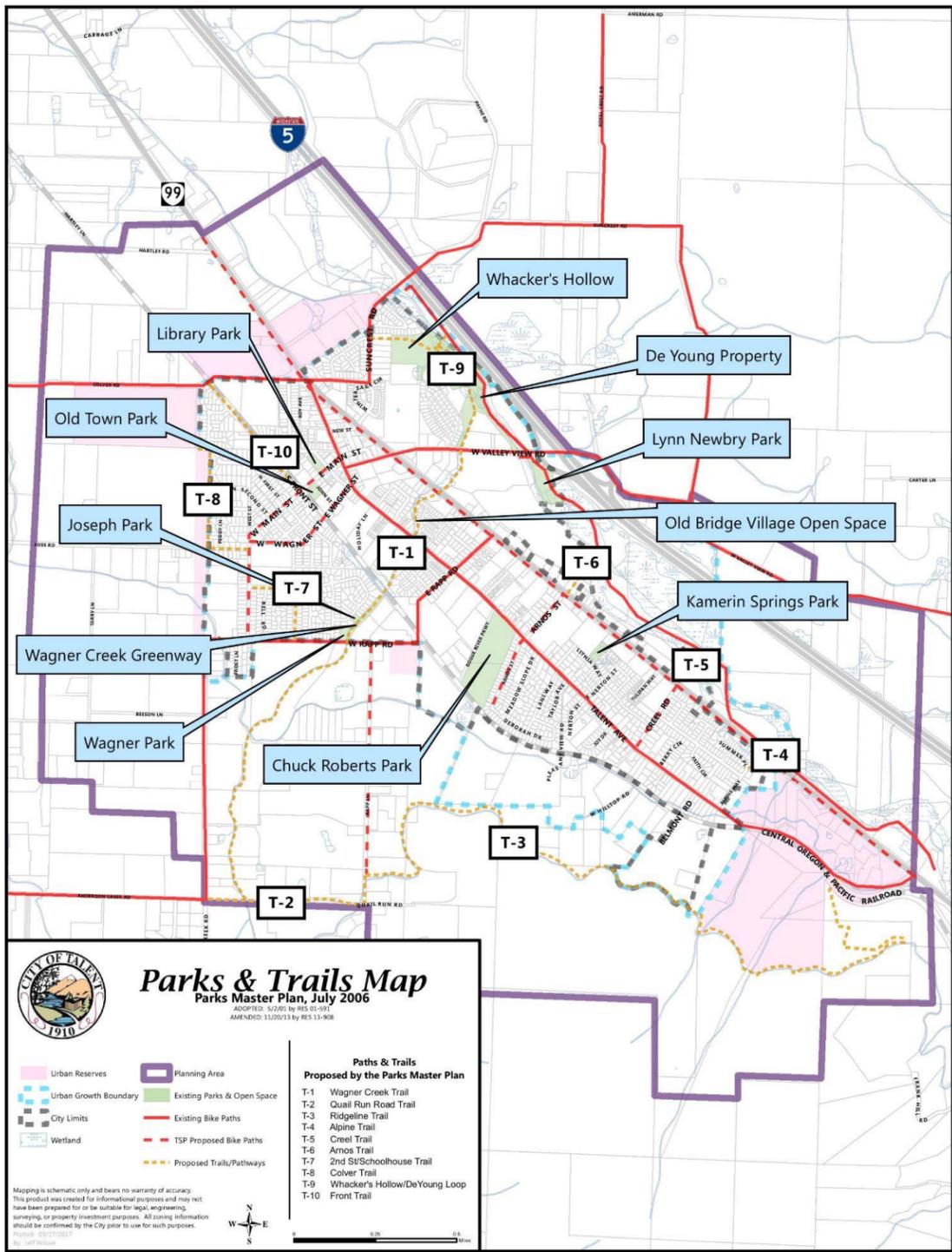
MAINTENANCE

- Explore the possibility of a **park host program**, which would maintain the park facilities to a certain level to be determined by the Public Works Director. This person could maintain the bathroom and receptacles, provide information about the Bear Creek watershed and Greenway to visitors, and coordinate public safety with the Police Department’s Community Service Volunteers and Bear Creek Greenway Volunteer Program.



RECREATION & ENVIRONMENT

PARKS & NATURAL AREAS: CITY OF TALENT



Developed Parks

Classification	Park	Acres
City-Owned		
Neighborhood Park	Kamerin Springs Park	0.21
Neighborhood Park	Talent Commons	1.00
Community Park	Chuck Roberts Park	12.34
Special Use Park	Bark Park	0.48
Special Use Park	Old Town Park	0.96
Greenway	Bear Creek	19.19
Developed Acres, City Owned: 34.18		
City-Maintained		
Linear Park	Lynn Newbry Park	2.46
Greenway	Old Bridge Village	0.22
Developed Acres, City Maintained: 2.68		
Total Developed Acres: 36.86		

Undeveloped Parks

Classification	Park	Acres
City-Owned		
Pocket Park	Joseph Park	0.28
Linear Park	Wagner Creek	2.29
Linear Park	"Creekside"	1.01
Community Park	"Suncrest"	19.04
Total Undeveloped Acres: 22.62		

Recreation or Tourism Site	Status after Almeda Fire
Joseph Park	Undamaged
Kamerin Springs Park	Undamaged
Bear Creek	Damaged
Downtown Park	Undamaged
Wagner Park	Undamaged
Lynn Newbry Park	Damaged
Library Park	Undamaged
Ball Park	Undamaged
Chuck Roberts Park	Undamaged
Talent Historical Society	Undamaged

City of Talent Parks Master Plan

- Goal 1** Prioritize maintaining existing park amenities and facilities
- Goal 2** Invest in a connected trail systems
- Goal 3** Establish Parks in Underserved Areas
 - Action: Improve inclusivity and accessibility
- Goal 4** Create Spaces and Systems That Build Community
 - Action: Promote outreach events and community involvement
- Goal 5** Preserve & Restore the Natural Environment
 - Action: Continue and increase support for native planting and ecological practices



[Click here for full Parks Master Plan](#)

RECREATION & ENVIRONMENT

BEAR CREEK GREENWAY

The Bear Creek Greenway is an 18-mile paved multi-use path that links the cities of Ashland, Talent, Phoenix, Medford and Central Point; it is continuous from the Ashland Dog Park to Pine Street in Central Point. The Bear Creek Greenway Management Plan was prepared by RVCOG in collaboration with the Bear Creek Valley Foundation, Jackson County, RVMPO, ODOT, and the Cities of Ashland, Talent, Phoenix, Medford, and Central Point. The plan includes recommendations for the following operations:



Public safety, emergency services, litter and vandalism control - This category includes recommendations for patrolling the Greenway, minimizing vandalism, and controlling the amount of litter.

Surface management – This category includes recommendations for keeping the trail in good repair and free of surface hazards. It also includes shoulder and root damage repair, patching, resurfacing, and addressing drainage problems to extend the life of the asphalt.

Vegetation management – This category includes recommendations for all the activities required to keep the trail open and free of vegetation hazards such as tree limbs, overgrowth, or hazard trees. It also covers maintenance of vegetation that could cause a safety problem, such as overgrown blackberry patches that obstruct line of sight or provide hiding places for potential assailants.

Natural resources protection - This category includes recommendations for protecting natural resources while conducting maintenance activities, as well as a discussion of ways to intentionally enhancing natural resources.

The plan categorizes operations into essential or potential activities, recommends frequency, identifies preferred equipment and training needed, and approximates cost (in 2005\$). The plan also identifies capital improvements – including interpretive signs, information kiosks, off-street parking at trailheads, restrooms, drinking fountains, and benches – for the Greenway, and documents public feedback received regarding these improvements. However, these are identified only as potential improvements, with no cost estimates for the improvements or assignment of responsibility for the improvements.

Source: [Jackson County TSP](#)

RECOMMENDATIONS FOR FURTHER STUDY

- As one of the main fuel sources for the Almeda fire and its spread throughout the region, conduct studies on how to integrate fire-resistant landscaping and firebreaks to help better control or slow future events.
- Consider destination stops along the Greenway to encourage different uses throughout the year - i.e. demonstration gardens, arboretums, food forests, additional seating areas, educational signage, creek access points, wildlife pavilions, nature play areas, etc.
- Assess lighting levels and opportunities for nighttime use and safety improvements
- Look for opportunities to provide entry points for accessibility as well as emergency vehicles, providing direct connections from the greenway to other key infrastructure or destination points

FURTHER RESOURCES

- [Jackson County Parks - Bear Creek Greenway](#)
- [Final Draft Park Master Plan](#) (2020)
- [Bear Creek Management Plan 2017-2022](#)

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RECREATION & ENVIRONMENT

CLIMATE CHANGE - 2021 DATA ASSESSMENT HIGHLIGHTS

- Jackson County has experienced 8 more heat waves over the past 12 years (2009-2020) than the previous 12 years (1997-2008)
- By 2046, Jackson County is projected to have 13 more days/yr above 90°F, 8 more days/yr above 95°F, and 4 more days/yr above 100°F
- Currently, 16% of Jackson County properties are at risk of inland flooding
- There is a projected increase of 246% of very large wildfires over the next 50 years in Jackson county
- 90% of the City of Talent currently lacks tree canopy
- Talent Community Center used as cooling center during extreme heat events.

RECOMMENDATIONS FOR FURTHER STUDY

- Identify strategies that can reduce the local impacts of heat island effect through building massing, material selection, and vegetation placement.
- Ensure outdoor spaces for gathering, recreation, and transportation are designed to be comfortable and safe during multiple seasons, especially during extreme heat and heavy rain events.
- Invest in the expansion and promotion of alternates to Single Occupancy Vehicle (SOV) transportation systems.
 - Consider incentives for incorporation into private development.
 - Ensure safe and connected bike network
 - Explore feasibility of potential Electric Vehicle charging network
- Identify additional potential venues for cooling centers for residents without air conditioning systems



FURTHER RESOURCES

- [Changing Wildfire, Changing Forests: The Effects Of Climate Change On Fire Regimes And Vegetation In The Pacific Northwest, USA](#)
- [Climate Explorer](#)
- [climate.park.change](#)
- [Headwaters Economics](#)
- [Environment Webmap - flood plains](#)
- [Talent Clean Energy Action Plan \(2018\)](#)
- [IPCC Reports](#)

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PROJECT EXAMPLES

Miyawaki forests



A 1-year old Miyawaki forest
Himalayan foothills

Miyawaki forests are extremely diverse, with a 4-layer mix of 30 - 70 native species. Because of their density (3.2 trees per square meter) they sequester enough carbon (up to 40x a conventional plantation forest) to pay for themselves through carbon credits over a 10- or 15-year period. In addition to their contributions to biodiversity and carbon sequestration, Miyawaki forests perform many crucial ecosystem services — improve soil, retain moisture, and provide cooling. If properly established and managed, they could have the potential to reduce fire risk due to moisture retention.

Learn more:
https://en.wikipedia.org/wiki/Akira_Miyawaki
https://www.ted.com/speakers/shubhendu_sharma
[Hasten Ventures: The Miyawaki Method](#)

Firewise Landscaping



FIRESCAPE DEMONSTRATION GARDEN Billy Goodnick/Owen Dell and Associates, LLC.
Santa Barbara, CA

Hardy plantings are organized into four concentric zones that become taller and less water-intensive the farther away they are from the home. Combined, these zones create the 100 feet of defensible space around the home required by California law to prevent the spread of wildfire. The regionally appropriate plants in the Firescape Demonstration Garden form a natural vegetative buffer that is as attractive as it is effective against fire.

Learn more:
[Firescape Demonstration Garden](#)
[City of Ashland Firewise Plant List](#)
[Firewise Landscaping Checklist](#)
[SAFER FROM THE START A Guide to Firewise-Friendly Developments](#)

RECREATION & ENVIRONMENT

PROJECT EXAMPLES

Quigley Farm - Hailey, ID



A resilient community built around food and recreation

The [Quigley Farm](#) development is a master planned community in the canyons of Hailey, Idaho. It centered around resilient principles for food, water, energy, and ecology. The plan was produced in collaboration with current and potential future residents and organizations, and focused on the following key strategies for success:

- Food resilience and security
- Diverse and sustainable farming, food production, processing, and education
- Off-grid residential – geothermal, wind, solar
- Health and wellness community in all seasons – outdoor recreation and fitness, trails, and hunting.
- Soil restoration and erosion control
- Stream restoration, on-site water treatment and reuse
- Strong programmatic adjacencies to encourage collaboration and innovation
- Programmatic resilience - bring industries onto campus that align with academic programs.
- Opportunity to prove relevance of higher education to local job market



EQUITABLE ENGAGEMENT



BEST PRACTICES FOR
EQUITABLE ENGAGEMENT OVERVIEW

UNIVERSITY OF OREGON
COMMUNITY INTERVIEW HIGHLIGHTS



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WHAT IS EQUITABLE ENGAGEMENT?

Equitable engagement is the set of tools used to promote the inclusion of typically underrepresented community members in public engagement processes. Equitable engagement seeks to involve people of diverse races, ages, income levels, abilities, and cultural backgrounds.

WHY IS EQUITABLE ENGAGEMENT IMPORTANT?

Equitable engagement helps build trusting relationships between community members and decision makers, and gives all community members an opportunity to have meaningful involvement in the decision making process.

In Talent, it is particularly important to ensure that the largely immigrant, Spanish-speaking community is engaged. Outreach to folks who may have been displaced by the fire and unable to return to the community yet but have a desire to return is also critical.

BEST PRACTICES

- **Understand that community members have experienced a major trauma**, and some of the process around future visioning may involve a level of grieving for residents.
- **Ensure meetings and written materials are consistently in Spanish as well as English** to provide an easy and comfortable outlet for everyone to express their ideas, opinions, and needs, as well as stay apprised of current events and outcomes.
- **Engage people using a variety of methods.** Some are more inclined to speak up in meeting, others are more comfortable with online surveys. Remember not everyone has the same access to internet or language skills.
- **Pay participants for their time.**
- **Provide childcare** at community meetings and events so parents have an opportunity to be involved.
- **Be aware of other community events** happening to build upon, and avoid scheduling overlapping with significant cultural events or religious observances.
- **Provide opportunities for people of all ages to be involved** in the engagement process (i.e. have a modified version of activities for kids so they can share their ideas, too).
- **Hold events in accessible and safe spaces** that have reliable access to transit, ADA accessibility, and proximity to the communities involved.

RECOMMENDATIONS FOR FURTHER STUDY

- Identify potential stakeholder groups that that represent a diverse cross section of the community. Perform a power analysis and determine levels of engagement for each stakeholder group.
- Develop a robust engagement plan that uses a variety of methods to gather input – in person events, online surveys, community organizing opportunities, etc.
- Consider a community systems planning engagement exercise which allows the community to to envision, plan, implement, and maintain systems like energy, water, waste, food, habitat, the locally economy, etc.

FURTHER RESOURCES

- [What is equitable engagement?](#)
- [Park Ave. Community Project Equitable Engagement Strategy](#)
- [Southern Oregon Success](#)
- [The Community Planning Event Manual](#)
- [Planning with Diverse Communities](#)



UNIVERSITY OF OREGON - COMMUNITY INTERVIEW HIGHLIGHTS

Community Feedback

Students from the University of Oregon Sustainable Cities class conducted interviews of community members to better understand how traditionally underrepresented residents can be engaged and included in future efforts. The team reached out to local community organizations to get potential interview participants. The participating organizations identified 44 interview candidates for this survey. Of these, 33 were unable to be contacted or declined to be interviewed. The 11 interviews completed do not provide a large enough sample to make reliable projections for the Latinx community of Talent. They do provide unique perspectives, and the experience of the interview teams provides insight relevant to further studies. These are further addressed in the Recommendations section.

KEY FINDINGS

- Citizen involvement would be increased through Internet / social media and Spanish language information and events
- The community most often gathers at schools and places of worship
- The most important thing for city officials to know is the need for adequate housing

RECOMMENDATIONS

- Language Preference—Verify the participants’ language preference prior to scheduling to ensure participation of an interpreter if required. Include Spanish version in all public information media and materials
- Consider a wide spectrum of Community Engagement techniques and planning events
- Coordinate with schools to organize citizen involvement programs and conduct planning meetings such as workshops and design charrettes
- Plan for public spaces for cultural events and activities. (i.e. festival streets, plazas, etc.)

For complete list of recommendations see the full report...

[FULL CITIZEN INVOLVEMENT SURVEY REPORT](#)

[SURVEY QUESTIONS \(ENGLISH\)](#)

[SURVEY QUESTIONS \(SPANISH\)](#)

Interview and Outreach Process

Value added

- Development of interview questions and context for assessing feedback on community engagement, representation, and priorities
 - The process went smoothly, with initial questions and context being generated by the UO, and review and comment by CAPP volunteers, City of Talent, and community leader representatives. Comments and proposed edits were helpful and timely.
- The challenges experienced during this process and lessons learned will help future consultants, etc. avoid higher stake setbacks.
- Initiating this interview process has highlighted the importance of the Latinx community in southern Oregon for UO students and Talent city government.
- Latinx community leaders added the requests related to this project to their existing workload, reflecting their intense commitment to their community.

Lessons Learned

- Ensure the process of getting interviewee names starts several weeks before the desired interview dates.
- Getting names of interviewees and in a timely fashion may prove to be challenging due to multiple steps in the process in order to ensure privacy, anonymity, and comfort. The chain of communication will likely include working with city officials and community leaders in order to identify willing participants.
- Ensure adequate access to and confirm participation of Spanish translators prior to in-person engagement. Translators were hard to find because they are in high demand and the financial compensation was not equal to what they could receive elsewhere for the same work. If Spanish translators are not available for live engagement, look for ways to provide written communication and feedback opportunities in Spanish, such as surveys instead of interviews.
- If no direct link between project leadership and the community members is possible, make sure a clear purpose is delivered to them ahead of time to ensure buy-off and intent.
- Ensure contact info for community members is current in order to maximize participation.
- Expect that some community members may back out due to unavailability or lack of interest.
- Coordinating compensation for participants and translators through grants and non-profits requires a significant amount of administrative time.

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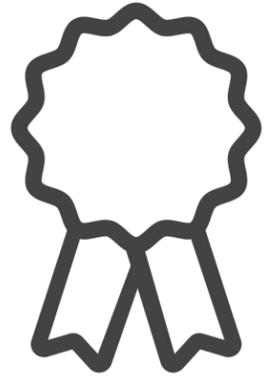
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POTENTIAL FUNDING SOURCES

Below are links to 3 lists of funding and grant sources that could apply to projects as part of recovery and redevelopment in the City of Talent. Each list contains eligibility summaries, funding amounts, links to organizations, and key contacts (if available). While some of the immediate deadlines have passed for this last cycle, future funding available may be available and is worth following up on and keeping track of.

[Non-governmental
Disaster Recovery
Resources](#)

[Grant Resources](#)

[Philanthropic
Eligible Resources](#)



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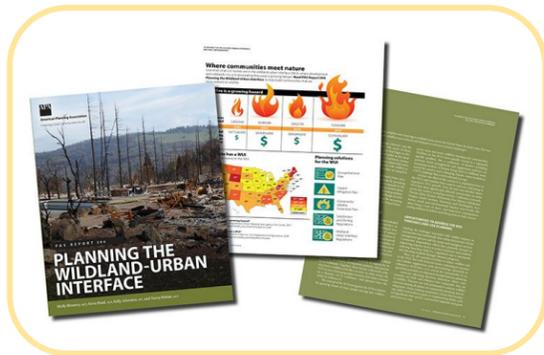
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PLAN DOCUMENT REVIEW



WILDFIRE RECOVERY
PLANNING-RELATED BEST
PRACTICES

[CLICK HERE FOR FULL](#)
[CATALOG OF PLAN DOCUMENTS](#)

Jackson County Multi-Jurisdictional Natural Hazard Mitigation Plan
 Jackson County and the Cities of:
 Ashland, Butte Falls, Eagle Point, Jacksonville, Phoenix, Rogue River,
 Shady Cove and Talent



March 2018 | Volume I: Basic Plan

Prepared for:
 Jackson County Emergency Management

Prepared by:
 University of Oregon
 Community Service Center
 Oregon Partnership for Disaster Resilience

UNIVERSITY OF OREGON | PPM | CSC

JACKSON COUNTY
NATURAL HAZARD MITIGATION
PLAN (2017)

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CATALOG OF PLANS

TOPIC	DOCUMENT TITLE	LAST UPDATED
GENERAL PLANNING	CITY OF TALENT COMPREHENSIVE PLAN	NOV. 2019
	CITY OF PHOENIX COMPREHENSIVE PLAN	2020
	JACKSON COUNTY COMPREHENSIVE PLAN	2015
	TALENT CAPITAL IMPROVEMENTS PLAN	2013
DISASTER PLANNING	JACKSON COUNTY NATURAL HAZARD MITIGATION PLAN	2017
	CITY OF ASHLAND - WILDFIRE SAFETY ORDINANCE	2018
	ROGUE VALLEY INTEGRATED COMMUNITY WILDFIRE PROTECTION PLAN	OCT. 2019
PARKS & RECREATION	TALENT PARKS MASTER PLAN	2020
	GREENWAYS MASTER PLAN	
HOUSING & ECONOMIC DEVELOPMENT	CITY OF TALENT HOUSING NEEDS ANALYSIS	
	ECONOMIC OPPORTUNITY ANALYSIS	
	CITY OF TALENT GATEWAY SITE DEVELOPMENT PLAN	AUG 2018
	HOUSING IMPACT ASSESSMENT OREGON WILDFIRES & STRAIGHTLINE WINDS	MAY 2021
	EMPLOYMENT IN THE ROGUE VALLEY REPORT	JAN 2021
TRANSPORTATION PLANS	ROGUE VALLEY TRANSPORTATION DISTRICT TRANSIT MASTER PLAN	2019

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JACKSON COUNTY NATURAL HAZARD MITIGATION PLAN (2017)

GOAL 1: EMERGENCY SERVICES

Minimize life safety issues by promoting, strengthening and coordinating emergency response plans.

GOAL 2: EDUCATION AND OUTREACH

Further the public’s awareness and understanding of natural hazards and potential risk, including economic vulnerability and mitigation efforts.

GOAL 3: PREVENTION

Reduce the threat of loss of life and property from natural hazards by incorporating information on known hazards and providing incentives to make hazard mitigation planning a priority in land use policies and decisions, including NHMP implementation.

GOAL 4: PROPERTY PROTECTION

Lessen impact from natural disaster on individual properties, businesses and public facilities by increasing awareness at the individual level and encouraging activities that can prevent damage and loss of life from natural hazards.

GOAL 5: PARTNERSHIP AND COORDINATION

Identify mitigation or risk reduction measures that address multiple areas (i.e., environment, transportation, telecommunications); Coordinate public/private sector participation in planning and implementing mitigation projects throughout the County; and seek funding and resource partnerships for future mitigation efforts.

GOAL 6: NATURAL RESOURCE PROTECTION

Preserve and rehabilitate natural systems to serve natural hazard mitigation functions (i.e., floodplains, wetlands, watershed and urban interface areas).

GOAL 7: STRUCTURAL PROTECTIONS

When applicable, utilize structural mitigation activities to minimize risks associated with natural hazards.



Source: U.S. Environmental Protection Agency

City of Ashland developed a strategy for identifying and implementing city-wide Green Infrastructure and Low-impact development practices.

Table PS-10 Talent High Priority NHMP Actions

Priority Mitigation Actions	
Multi-Hazard (MH)	
MH #1	Pursue funding to replace existing water tank.
MH #2	Pursue funding for enhancement of city resources including emergency water supply system, critical infrastructure retrofitting, and emergency generators both traditional and solar.
MH #3	Identify and pursue funding and personnel to enhance communication efforts including radio equipment, HAM radio operation/ equipment, and community warning system.
MH #4	Develop and enhance current education programs aimed at mitigating natural hazards. Programs should focus on evacuations, disaster awareness, simulated training with partner agencies, and identifying vulnerable populations.
MH #5	Develop emergency fuel supply plan including supplying, management, rationing and identifying essential needs.
Flood (FL)	
FL #1	Review the City of Talent Flood Plan to ensure corrective and preventative measures for reducing flooding and flood damage are current.

Source: Talent NHMP Steering Committee (2017)

[CLICK HERE for the full report](#)

[CLICK HERE for the full list of action items for City of Talent](#)

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CITY OF ASHLAND - WILDFIRE SAFETY ORDINANCE (2018)



The expanded and enhanced wildfire safety ordinance now applies to all lots in Ashland, updates standards for development, and restricts new plantings of known flammable trees and shrubs on any lot in the city at any time.

The ordinance covered the following types of construction projects:

- Fences
- Installing New Landscaping (including a prohibited plant list)
- Building a Deck, Addition, or Accessory Structure
- New Construction on a Single, Vacant Lot
- Fire Prevention and Control Plan for Subdivisions, Multi-family Dwellings, Commercial Development, or Partitions

The adopted ordinance amendments include modifications to Ashland Land Use Ordinance Chapter:

- 18.3.10.100 Development Standards for Wildfire Lands;
- 18.3.10.020 Physical Constraints Review Permit,
- 18.3.10.040 Physical Constraints Review Application Submission Requirements,
- 18.3.10.090 Development Standards for Hillside Lands;
- 18.4.3.080 Vehicle Area Design;
- 18.4.4 Landscaping, Lighting, and Screening;
- 18.5.1 General Procedures;
- 18.5.3.060 Additional Preliminary Flag Lot Partition Plat Criteria;
- 18.5.5 Variances;
- 18.5.7 Tree Removal Permits;
- 18.6 Definitions; and
- 9.04 Weeds and Noxious Vegetation.

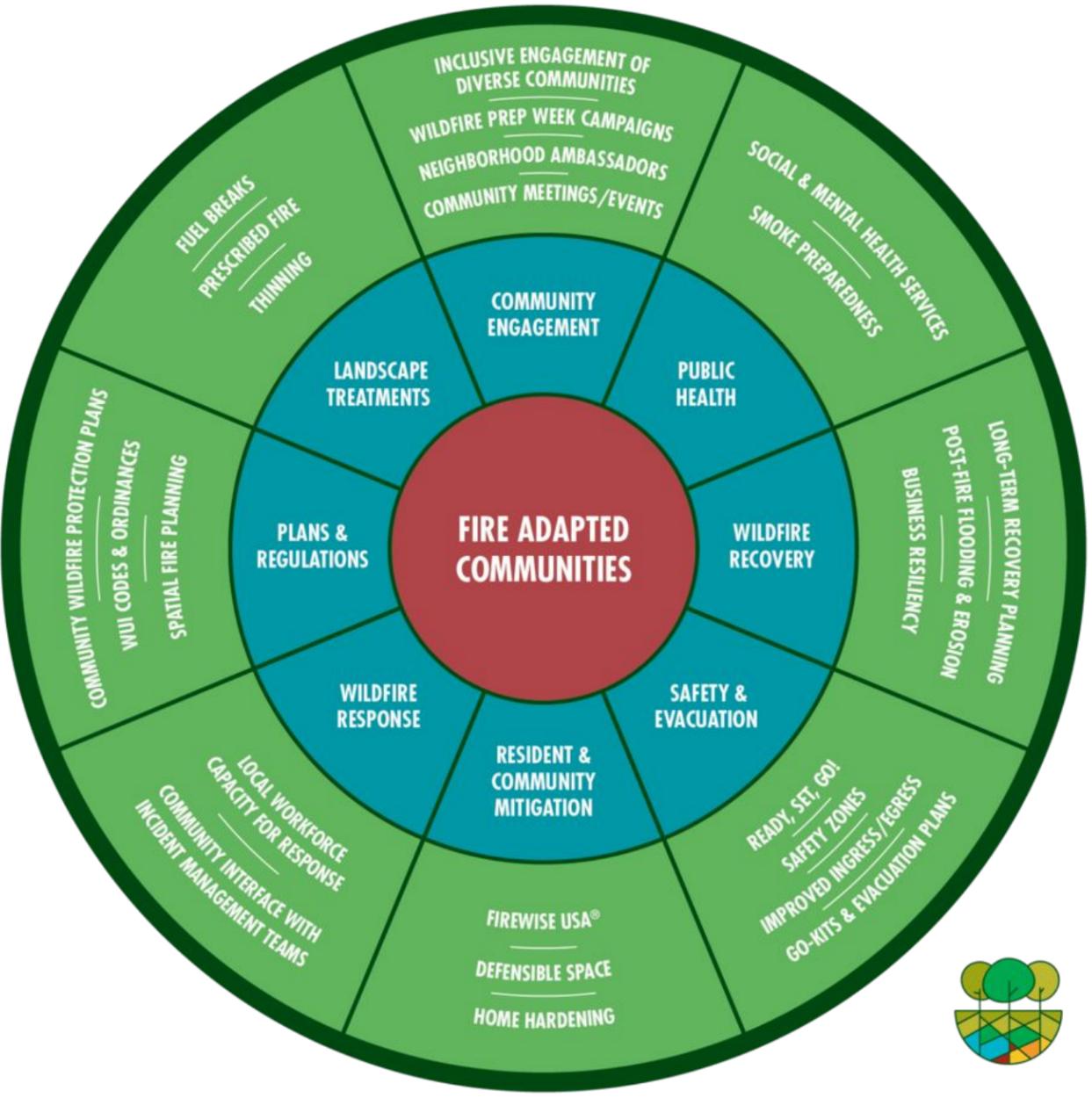
Read the full ordinance here: [ASHLAND'S WILDFIRE SAFETY ORDINANCE](#)
Further Resources: [Fire Adapted Ashland](#)

WILDFIRE RECOVERY - PLANNING-RELATED BEST PRACTICES

Experiences from other post-disaster planning efforts in other communities can be valuable for moving forward with recovery and rebuilding, and for ensuring resiliency to preclude, minimize risk of, and rebound from similar events in the future. What follows is a summary of planning-related efforts and lessons learned from similar wildfire events within the broader region, as well as best practices that have been examined or put into place within similarly affected areas. Best practices are those solid, prudent courses of policies, procedures, actions, or tools typically considered to be most effective at precluding or minimizing adverse impacts from a wildfire disaster.

For ease of use, best practices are loosely organized by type of user - governments, community-based partners, and households or property owners - with web link, name of author / publishing organization, and a brief description of the resource:

- [FOR GOVERNMENTS LEADING RECOVERY PLANNING](#)
- [FOR COMMUNITY-BASED PARTNERS / ORGANIZATIONS SUPPORTING RECOVERY](#)
- [FOR HOUSEHOLDS / PROPERTY OWNERS IN WILDFIRE-IMPACTED AND HAZARD AREAS](#)



Example: Best practices of actions to take for wildfire preparedness and recovery. Developed by Washington State Fire Adapted Communities Network, fireadaptednetwork.org/resources/ accessed July 2021

WILDFIRE RECOVERY - PLANNING-RELATED BEST PRACTICES

FOR GOVERNMENTS LEADING RECOVERY PLANNING

Policies, codes, tools, plans for pre- and post-wildfire

[APA Planning the Wildland-Urban Interface](#)

Planning Advisory Service report published by the American Planning Association in 2019. In-depth report for planning wildfire mitigation and recovery at the WUI, including a holistic planning framework and practical guidance on how to address wildfire challenges in plans, policies, and regulations. It highlights opportunities for collaboration with fire departments, federal and state agencies, and other key stakeholders and includes specific examples and strategies applicable to rural and resource-dependent communities. Case studies with practical planning lessons from South Dakota, Florida, Montana, Colorado, Washington, and Wasco County, Oregon.

[APA Policy Guide on Hazard Mitigation](#)

Adopted in 2014. Guide for measures and policies planning agencies can take to ensure awareness, improve preparedness, and build for resilience against natural disasters. Includes APA's priorities for policy change and advocacy specific to planning for wildfires.

[Building a Wildfire-Resistant Home: Codes and Costs](#)

Research paper published in 2018 by Headwaters Economics (consulting firm) examining the cost differences between a typical home construction and use of wildfire-resistant design and materials. "Decades of research and post-fire assessments have provided clear evidence that building materials and design, coupled with landscaping on the property, are the most important factors influencing home survivability during a wildfire." Includes comparison of common codes and recommendations for code modifications for wildfire-resistance.

[Colorado Post-Fire Recovery Playbook for Counties, Tribes, Municipalities, and Water Providers](#)

Prepared by volunteers from municipalities, state and federal agencies, water providers, watershed organizations, and consultants; published February 2021. Covers critical information for public agencies on ways to think through and plan for pre-fire, during the wildfire, and first 30-days after an event.

[Community Wildfire Safety Through Regulation: A Best Practices Guide for Planners and Regulators](#)

Published by the Wildfire National Fire Protection Association. A manual for planners and public officials with "sound technical and legal justifications for adoption of wildfire regulations. It provides tips on what planners should do before the community embarks on a formal wildfire safety regulation adoption process. It helps communities evaluate their wildfire safety needs and choose tools that fit those needs. It summarizes the best practices used around the country to address wildfire risk in the WUI."

[Disaster Recovery Guidance: Research Study](#)

Research study of the American Planning Association and Texas A&M Hazard Reduction and Recovery Center. Part of a multi-year project to develop a complete Disaster Recovery Guide for Planning Practitioners. The Research Study findings include information on planners' needs and potential roles in short- and intermediate-term phases of recovery. [Extensive annotated bibliography](#) with case studies, articles, brochures, and other publications.

[FEMA's U.S. Fire Administration Wildland Urban Interface](#)

Website for municipal fire departments and other wildfire responders. Resources for how to prepare for a safe wildland fire response and guide to becoming a fire-adapted community. Also has materials for community education and engagement, and reference materials for firefighters, including a technical case study of the Camp Fire in Paradise, California.

[Firebreak: Wildfire Resilience Strategies for Real Estate](#)

Research report published by the Urban Land Institute in 2020. Information focused on guidance to developers and planners. Best practices broken down by practices for site-specific actions (siting, landscaping, construction, and maintenance methods) and district-scale (land use policy, wildland interface strategies, municipal incentive programs, ideas for codes, ordinances, funding, and other municipal policies). Report includes return on investment information for wildfire-resilience activities at both site and district scales, and wildfire resilience case studies from Idaho, Arizona, California, and Texas.

[International Code Council Wildland-Urban Interface Model Code](#)

Updated in 2021. Model code with standards for defensible space, emergency access and water supply, fire suppression practices, and related technical reports.

[Planning's Role in Wildfire Mitigation](#)

Article in The Commissioner April 2019, a publication of the American Planning Association for planning commissioners and public officials involved in planning. Short background on wildfire mitigation planning with tips and a series of queries for consideration of planning commissions/boards as they seek to build resiliency into plans and codes.

[Pocket Response Plan \(PReP\) - Disaster Preparedness Tool](#)

Provided by the State of Oregon. Template to assist government agencies and municipalities in creating a pocket-sized contacts list that can be carried by all agency employees for use in an emergency event.

[Zoning Practice: Zoning and Disaster Recovery \(July 2021\) & Wildfire Mitigation \(May 2012\)](#)

Zoning Practice is a publication of the American Planning Association. Research and guides with strategies to build wildfire mitigation and recovery into comprehensive plans and zoning codes. Considerations in the 2021 publication include equity in recovery, emergency housing, adaptation and non-conformities. Includes specific recommendations on code incentives, design standards, enforcement, and zoning essentials.



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WILDFIRE RECOVERY - PLANNING-RELATED BEST PRACTICES

FOR GOVERNMENTS LEADING RECOVERY PLANNING

Case Studies

[After the Fire: Vulnerable Communities Respond and Rebuild](#)

Research and policy paper from the Center for American Progress. Best practices and policy recommendations to help ensure vulnerable communities can recover from wildfires and other disasters. The research includes lessons learned from Camp Fire in Paradise, California. “As the Camp Fire demonstrated, vulnerable populations are too often left behind when it comes to planning for and recovering from catastrophic wildfires... This issue brief discusses how to ensure equal access to disaster response and recovery efforts, offering specific policy recommendations that would help ensure that the most vulnerable communities and populations receive the support they need.”

[Austin Area Wildfire Hub](#)

One-stop website for information on current incidents, preparedness, and links to local resources - “a portal for information sharing, cross-agency initiatives, and grass-roots coalition building to prepare our community for wildfire.” The City of Austin has implemented zoning and building ordinances, including [code amendments in 2020](#) to incorporate the international code for wildland urban interface.

[Fire Adapted Ashland](#)

Comprehensive approach to wildfire readiness, including land use ordinances, emergency communications, property owner / homeowner education. Ashland’s [Wildfire Safety Ordinance](#) includes citywide regulations for fire-adaptive development, fencing/screening, landscaping, accessory structures, building siting, among others.

[Case Study: Hayman Fire, Hayman, Colorado](#)

American Planning Association applied research article. Assessment and lessons learned from Colorado’s largest and most devastating wildfire in 2002. Information includes policy guidance and “opportunities for improvement” to plans, codes, policies, and community education.

[Road to Recovery website: Town of Paradise, California](#)

Central website with information and resources for recovery from the 2018 Camp Fire. Webpage that is a sort of one-stop resource with up-to-date information on actions government agencies and their partners are making toward recovery. Site includes an active blog, contact information, recovery plan, and resources for community members to find assistance with housing, wildfire preparedness, and connection to community services. Refer also to an [Urban Land Institute summary case study](#) of recovery planning in Paradise.

[Sonoma County Recovery & Resiliency Framework](#)

Adopted by Sonoma County Board of Supervisors following the devastating 2017 wildfires; framework and accompanying action plan are available in English and Spanish. “It is our attempt to use the trauma and the intensity of what happened to us, to be a part of the state and nationwide movement for true preparedness and true resilience.” The framework is a sort of strategic plan, organized around actions for Community Preparedness and Infrastructure, Housing, Economy, Safety Net Services, and Natural Resources. Through expansive community engagement over six months, the county created the framework and defined the community’s top 10 priority projects for recovery. The framework emphasizes coordination between the five framework categories and among partners. Refer also to the [Sonoma County Resiliency Permit Center](#), which provides specialized assistance and expedited permitting for residential reconstruction in unincorporated areas that were impacted by major wildfires.

[Potential Action Item list](#)

Goal Highlights:

- CP3 Lead, support and train community liaisons to build and sustain individual and neighborhood preparedness, to include individuals with disabilities and others with access and functional needs, and individuals with limited English proficiency or non-English speaking
- H1 Attract new and expanded sources of capital to incentivize the creation of housing for all income levels
- H3 Support building and development standards with improved local hazard resiliency and reduced climate impacts
- H4 Support rebuilding fire destroyed homes
- E2 Support local businesses to thrive by ensuring access to resources, developing partnerships, and providing entrepreneurial support.
- SN2 Ensure the post-fire mental health and resiliency needs of the community are met.
- NR1 Reduce fuel loads in forests, woodlands and shrublands strategically to lower wildfire hazards to communities and sensitive habitats, improve delivery of resources and amenities people need, and move forests on a trajectory of increased resistance to drought, disease, and insects.

Related resources:

Wildfire, Energy, and Economic Resilience in Sonoma, CA by the Urban Land Institute

- [Presentation slides](#)
- [Webinar link](#)

[Planning for a Fire-Resilient Future in Northern California](#) - Urban Land Magazine



WILDFIRE RECOVERY - PLANNING-RELATED BEST PRACTICES

FOR COMMUNITY-BASED PARTNERS / ORGANIZATIONS SUPPORTING RECOVERY

[AIA Disaster Assistance Handbook, 3rd edition](#)

Produced in 2017 by the American Institute of Architects Disaster Assistance Program, available in English and Spanish. Handbook is written for use by built environmental professionals and municipal governments, and includes best practices for risk reduction, building in community resilience, and approaches to designing adaptable buildings. Case studies for post-disaster building assessments.

[Oregon Guide to Emergency Preparedness Resources](#) [for institutions with historic, cultural, or art collections]

Prepared in 2015 by the Balboa Arts Conservation Center, a regional cooperative. The guide is written for collection-holding institutions in Oregon. It includes advice and information for how to prepare and update their emergency procedures, determination of collection priorities, and response and clean-up plans.

[Safer from the Start: Guide to Firewise-Friendly Developments](#)

Published in 2009 by the National Fire Protection Association's Firewise Communities program. Guidance for residential developers and existing homeowners' associations to integrate Firewise concepts into design and development, as well as into property deeds or CC&Rs (covenants, conditions, and restrictions).

[Washington State Fire Adapted Communities Network](#)

"Peer learning network that supports local action, connects people to resources, facilitates results, and influences and informs on-the-ground projects to help Washington better adapt to wildfire. Our members are leading the way to better prepare our communities before, during, and after fires by engaging communities, agencies, and organizations to develop and act on place-based strategies and priorities." Resources online include community conversation facilitation guides and videos in English and Spanish, resources on actions to take, ongoing webinars and engagement. Materials are relevant to Oregon. Refer also to the Fire Adapted Communities Learning Network, at fireadaptednetwork.org.

Excerpted from "Developing in the Interface" by Chris Heftel in American Perspectives on the Wildland/Urban Interface. Heftel, a developer, is president of River Bluff Ranch in Spokane, Washington

There are many important and fascinating aspects to developing near wildlands and many challenges. When it comes to creating new wildland/urban interface communities, developers are critical players and should start by using Firewise planning as a part of their overall development process. I offer my recommendations for developers planning and constructing beautiful, fire resistant projects in the wildland/urban interface:

- Require each home site to be a defensible place and do the research. Invest the time to become as knowledgeable about these issues as you are with other development issues.
- Evaluate interface site conditions. Early in the process, and when you begin to study your other development issues, solicit on-site inspections and frank feedback from various stakeholders and specialists. Discuss these issues with owners of neighboring wildlands, environment groups, realtors, your marketing team and others.
- Evaluate your site from other aspects, including current and long term prospects for the health of forests or other natural vegetation, recreational space opportunities, aesthetics of open spaces and views from home sites, creating defensible space that enhances aesthetics for each building site, off-site risks from neighboring wildlands outside of your control and the prospects for cooperation and/or collaboration from those who control these off-site wildlands, existence of on-site hazardous fuels, ways to reduce them and the associated costs.
- Consider opportunities to minimize costs and generate timber harvest revenues by integrating fuel reduction, forest health and aesthetic enhancement goals with site clearing activities, market analysis to achieve increased sales prices due to aesthetics from additional fuel reductions.
- Conduct a systematic assessment of your project's prospects for each aspect of creating a "Firewise" community. Ask interface fire experts to assess your project based on your development plans. Look for ways to improve your position by making feasible changes to your plans. Sources of wildland/urban interface financial assistance are available through a variety of grants, and many materials and specialists are available at little or no cost.
- Develop a section of your master plan for wildland fire risk management based on the specifics of your project. Consider the issues of sustainability and enforceability.
- Fuels don't maintain themselves. Vegetation grows back; trees die. People don't always do the right thing; homeowners come and go; some ignore or break the rules. Draft covenants so that homeowner associations, fire districts and possibly others have the legal and financial ability to perpetuate the Firewise conditions you created.
- Consider the scale of your wildland/urban interface project. If your site is large with considerable open spaces, incorporate designs that allow such elements as recreation spaces and service access roads to double as firebreaks. If your site and/or building parcels are small, incorporate ways to maintain adequate separation between structures. For example, cluster ignition resistant houses and provide the defensible space around each cluster.
- Successful developers must pay attention to site conditions such as rock, highly erodible soils, and the like. Wildland fire is another equally important site condition to evaluate and intelligently incorporate into your development design, but unlike many conditions requiring mitigation, wildlands often also represent a wonderful and exciting opportunity to create something of beauty which prospective buyers value.

Source: [Safer from the Start: Guide to Firewise-Friendly Developments](#)

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WILDFIRE RECOVERY - PLANNING-RELATED BEST PRACTICES

FOR HOUSEHOLDS / PROPERTY OWNERS IN WILDFIRE-IMPACTED AND HAZARD AREAS

Preparing Property and Landscape

[Combine Defensible Space and Best Management Practices](#)
Brochure published by the University of Nevada Cooperative Extension. Best practices and tips for residents on how to modify landscapes for wildfire defense.

[Make Your Home / Business Wildfire Ready](#)
Website of the Insurance Institute for Business & Home Safety. Includes how-to guides for businesses and residents on steps to prepare and protect properties with tips on roof and equipment maintenance, defensible space, and business planning. [Retrofit guidance](#) for the Pacific Northwest region can be accessed through the site.

[Wildfire Defensible Space 101 - Protect Your Home](#)
Online resource from Frontline Wildfire Defense System (commercial business). Specific examples of steps a property owner can take to create defensible spaces at 0-5' from the structure, 5-20', and 30-100'.

Family and Household Preparations

[Household/Family Wildfire Action Plan: How-to guide](#)
CalFire webpage for families and individuals. How-to guide for creating a Wildfire Action Plan for households, including tips on how to think ahead for evacuation, emergency supplies lists, and insurance preparedness.

[Oregon Rising Stronger Together: Learn how to stay safe and find aid as we recover from wildfires across the state](#)
State of Oregon's Wildfire Response and Recovery website for residents and business owners to access information and resources. Includes contacts for technical and funding assistance programs and information and guidance for cleaning up property, securing clean drinking water, filing insurance claims, and other similar recovery tasks. Biweekly Recovery Updates on the website.

[Wildfire Safety: Learn how to keep your family and home safe](#)
American Red Cross webpage. High level and easily accessible information about steps to take before and during a wildfire event.

Mobile Apps for smartphones

- Here are some apps for mobile devices that may be useful after a wildfire or other natural disaster.
- [FEMA Mobile App](#) helps you plan for and respond to natural disasters
 - [First Aid App](#) from the American Red Cross may help in response to natural disasters
 - [ReUnite](#) helps connect lost family members and friends in a disaster situation
 - [Wildfire](#) from the American Red Cross provides wildfire news and updates, and helps you prepare and respond



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