



Hwy 99/Bear Creek Greenway Corridor Visioning & Strategic Plan

Final Public Involvement Plan

November 14, 2022

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The contents of this document do not necessarily reflect the views or policies of the State of Oregon.

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Project Overview

The *Hwy 99/Bear Creek Greenway Corridor Visioning & Strategic Plan* will deliver a comprehensive vision and implementation strategies to redevelop land within the Highway 99 and Bear Creek Greenway corridor that was affected by the devastating 2020 Alameda Fire. The project will support multi-modal transportation options throughout the corridor, evaluate increased housing opportunities, and identify mixed-use hubs that improve destination accessibility and reduce the need for vehicle travel.

The project will be conducted in two phases. Phase One is a visioning and strategic planning process that will:

- Identify opportunity areas and projects that will enhance multi-modal access and connectivity
- Address redevelopment opportunities and constraints of the post-fire landscape
- Evaluate options for increased housing availability through mixed-use nodes
- Develop design elements for placemaking in Talent and Phoenix

Phase Two will develop recommendations for comprehensive plan and development code amendments to implement the vision and strategic direction identified through Phase One. This will include:

- Comprehensive plan and development code amendments for increased affordable housing and mixed-use development, including design concepts
- Policy recommendations and improvement projects to increase safety, visibility, and connectedness to the Bear Creek Greenway
- Traffic analysis to support policy and code amendments

The project supports the Transportation and Growth Management ("TGM") Program's mission of integrated land use and transportation planning by enhancing opportunities for people to walk, bike, and use transit by increasing mixed-use residential/commercial development along HWY 99.

Project Area

The Project Area comprises the land along the Highway 99 / Bear Creek Greenway corridor between the city limits of Medford and Ashland, including properties inside and outside of the Almeda Fire burn scar that are adjacent to both sides of Highway 99, and properties between Highway 99 and the Bear Creek Greenway.

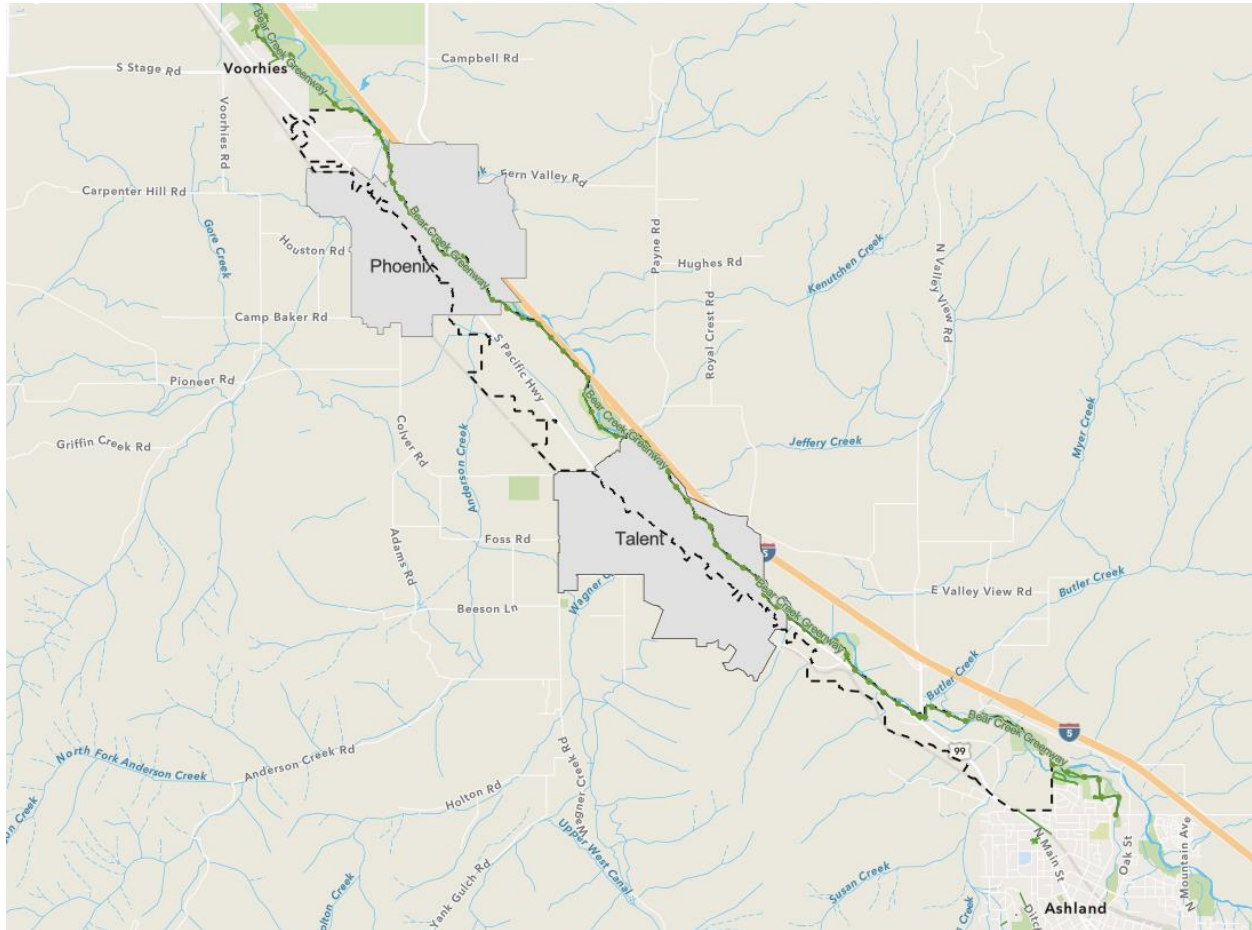


Figure 1. Project Area and Almeda Fire Burn Area

Background

In early September 2020, the Almeda Fire began in northern Ashland and moved north up the Highway 99 and Bear Creek corridor through the cities of Talent and Phoenix, as well as unincorporated Jackson County. Altogether, the fire destroyed approximately 2,500 residential properties, including approximately 1,500 manufactured homes in 18 mobile home parks and approximately 180 commercial properties. Southern Oregon suffers from a substantial lack of housing affordable to local residents. This affordability problem has been exacerbated by the Almeda Fire. The vegetation along the Bear Creek Greenway, a 20-mile, paved, multi-use trail that links the cities of Ashland, Talent, Phoenix, Medford, and Central Point, suffered major damage as well. A significant portion of the destroyed housing, especially manufactured housing, was located in the Bear Creek floodplain or floodway. This will impact redevelopment options and, potentially, the affordability of replacement housing.

Prior to the Almeda Fire, development of land adjacent to the Highway 99 corridor consisted of a mix of uses including commercial, industrial, and low- to high-density residential. However, the development was largely inefficient, automobile-oriented, and lacked identity and place-making elements. Furthermore, significant portions of Highway 99 lack adequate facilities and are unsafe and uncomfortable for people traveling on foot or by bike, including a large number of traditionally underserved residents living near Highway 99 throughout this corridor. The Bear Creek Greenway parallels Highway 99, providing a non-motorized route for people traveling through the area. It is a great asset to the region and attracts many users, but safety concerns (real and perceived) decrease the comfort level for many potential users. The Greenway also lacks complete connections to destinations on the Highway.

Public Involvement Goals and Strategy

Community members, partners and stakeholders will have many opportunities to help shape the HWY 99/Bear Creek Greenway Corridor Visioning and Strategic Plan. The purpose of the public involvement strategy is to guide ways in which the project team will engage with key stakeholders and the community in the process. The public involvement process aims to meet the following goals:

- **Inform** the community with timely, transparent, and accurate information.
- **Educate** community members about planning and decision-making processes.
- **Consult** and involve the community in the refinement of a vision, identification of placemaking opportunities and prioritization of projects for the HWY 99/Bear Creek Greenway corridor.
- **Ensure** community members understand how decisions are made, that their concerns are heard, and they know how their feedback influenced decisions.
- **Reach** a diversity of stakeholders and community members that reflect the greater community along the HWY 99 corridor by employing accessible and appropriate tools and technologies.

Stakeholders and Partners

The following table is a sample of the interests and stakeholders the project team will work to engage through the planning process. With guidance provided by the Project Advisory Committee, the project team will continue to identify specific organizations and groups within these interest areas.

Interests	Specific Organizations/Groups to Engage
Schools/Youth	Phoenix-Talent School District #4
Parks and nature	Talent Parks and Recreation Commission Phoenix Parks and Recreation Committee Urban Forestry Committee Bear Creek Foundation
Industry and business	Chambers of Commerce –Jackson County, Talent, Phoenix Southern Oregon Regional Economic Development, Inc. Phoenix Industrial Studios Firebird Bike Taylored Elements Welburn Electric Phoenix Motel Simple Machine Indigo Creek Outfitters Talent Snap Fitness
Public safety	Jackson County Fire District Talent Police Department Phoenix Police Department
Natural Resources	Jackson Soil and Water Conservation District Rogue River Watershed
Residents/Property Owners/Developers	Jackson County Habitat for Humanity Talent Mobile Estates Greenway Village Mobile Home Park Creekside Estates Mobile Home Park Mountain View Estates Steve Taylor Real Estate Carefree Mobile Village Oak Valley Homeowners Association Residents living with disabilities
Transportation	Oregon Department of Transportation Rogue Valley Transportation District (RVTD) Jackson County Bicycle Committee
Service nonprofits	ACCESS CASA of Oregon Coalicion Fortaleza Unite Oregon Rogue Action Center Firebrand Collective Remake Talent Southern Oregon Navigators United Way of Jackson County Housing Authority of Jackson County

Faith-based organizations	Empowered Life Church First Presbyterian Church
Recreation	Southern Oregon Runners Rogue Run Southern Oregon Running Enthusiasts Siskiyou Velo of Southern Oregon Walking/hiking groups
Seniors	Rouge Valley Council of Governments-Senior and Disability Services AARP
County and State Agencies	Jackson County Oregon Department of Land Conservation and Development Oregon Department of Transportation
Elected and Appointed Officials	Talent Planning Commission Talent City Council Phoenix Planning Commission Phoenix City Council Jackson County Board of County Commissioners

Community Demographics

The following demographic profile will help the project team tailor outreach efforts to meet the needs of specific community groups, such as translation services or relevant organizations to engage that represent key populations.

2020 US Census and ACS survey data was pulled for the project study area and matched to the following census tracts identified in the map below:

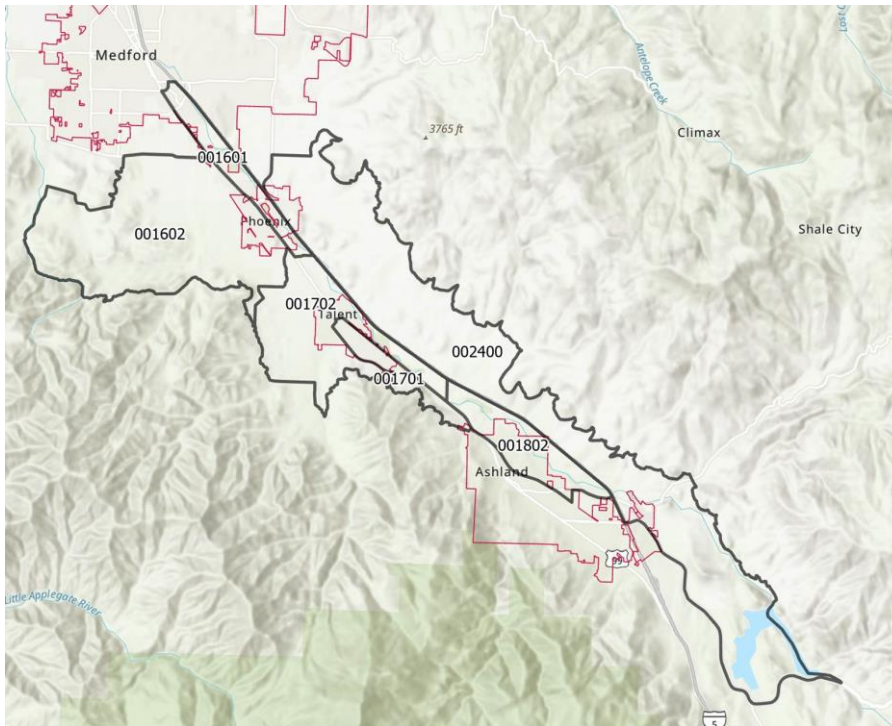


Figure 2. Demographic Profile Census Tracts

Race and ethnicity

According to the 2020 US Census data, around 79% of residents of the cities of Phoenix and Talent identify as White, while 1.5% identify as Asian, 12% identify as two or more or other races, 1.4% identify as American Indian or Alaskan Native, and 0.8% identify as Black or African American. Census figures show Hispanic or Latino residents make up 16% of the population.

Figure 1: Race and Ethnicity, Cities of Phoenix and Talent, Census Tracts touching burn area, and Oregon¹

Race/Ethnicity	Phoenix/Talent	Census Tracts	Oregon
White	78.6%	79.0%	74.8%
African American	0.8%	0.7%	2.0%
Asian	1.5%	1.4%	4.6%
Native Hawaiian and other Pacific Islander	0.1%	0.2%	0.5%
American Indian or Alaskan Native	1.4%	1.3%	1.5%
Other race	6.2%	6.1%	6.3%
Two or more races	11.6%	11.3%	10.5%
Hispanic or Latino (any race)	16.3%	15.4%	13.9%

Languages spoken at home

Census data indicates that most residents speak only English at home (88.2%), while 11.8% speak a language other than English. The most commonly spoken languages other than English include Spanish (7.9%), Indo-European languages (0.5%) and Asian and Pacific Islander languages (3.5%).²

Income

From 2016-2020, the median household income was \$34,321 which is lower than the County (\$50,851) and the State (\$59,393). However, more than a third (10.9%) of households earn less than \$25,000 per household and 26% of households rely on Food Stamp/SNAP benefits.

Figure 2: Income, Cities of Phoenix and Talent and Oregon²

Income	Phoenix/Talent	Oregon
<\$15,000	20.4%	10.4%
\$15,000-\$25,000	17.3%	9.3%
\$25,000-\$50,000	25.6%	22.7%
\$50,000-\$75,000	18.4%	18.4%
\$75,000+	18.3%	39.1%

¹ US Census, Decennial 2020

² US Census, American Community Survey 2016-2020, Five Year Estimate

People with disabilities

Census data¹ indicates that 22.7% of residents live with a disability. This is higher than the Oregon state average of 14.5% as well as the county average of 16.0%.³

Age

Census data¹ indicates that 30% of residents are over the age of 65. This is more than the Oregon state average of 18% and the county average of 22%.⁴ There are also fewer residents under the age of 20 (17%) than the Oregon state average of 23.5% and the county average of 22.5%.⁵

Housing

Census data indicates that the majority of homes are multi-family. Multi-family housing makes up 54.7% of the housing stock. 45.3% are single-family homes. This is different to the owner-rental split. Almost two thirds (61.1%) of units are owned. The rest (38.9%) are rental units.

Figure 3: Housing Types, Cities of Phoenix and Talent and Oregon⁶

Housing Type	Phoenix/Talent	Oregon
Single-family home	45.3%	63.5%
Multi-family home ⁷	54.7%	36.5%
Homeowners	61.1%	61.9%
Renters	38.9%	38.1%

³ US Census, American Community Survey 2016-2020, Five Year Estimate

⁴ US Census, American Community Survey 2016-2020, Five Year Estimate

⁵ US Census, American Community Survey 2016-2020, Five Year Estimate

⁶ US Census, American Community Survey 2016-2020, Five Year Estimate

⁷ Includes mobile homes and other non-structural homes

School District Demographics

Based on the 2021-2022 district report card, the Phoenix-Talent School District enrolls 2,251 students from K-12. The school district consists of 3 elementary schools, 1 middle school, 1 high school, 1 remote-learning school, 1 charter school (9th-12th grades). Hispanic/Latino students make up nearly 40% of the student body, significantly higher than the overall population of the Talent-Phoenix. In addition, more than 95% of the student body receives free or reduced-price lunch.

Figure 4: Phoenix-Talent School District Demographics

Talent-Phoenix School District Demographics	Students	Teachers
American Indian/Alaska Native	1%	0%
Asian	<1%	0%
Black/African American	1%	0%
Hispanic/Latino	39%	11%
Multiracial Students	6%	3%
Native Hawaiian/Pacific Islander	<1%	0%
White	52%	86%
Ever English Learners	24%	
Languages Spoken	14	
Students with Disabilities	17%	
Mobile Students	19%	
Free/ Reduced Price Lunch	95+%	

The demographic profile of the Phoenix-Talent area indicates that residents are generally more elderly and lower income compared to the state. In addition, there is a large Spanish-speaking community and renter population. The community engagement activities described in the following section are tailored to respond to these needs by:

- Providing Spanish language translation and interpretation services at key community events
- Providing both in-person and online engagement formats
- Considering meeting venues in the planning and preparation of events that are community-centered, ADA-compliant, and accessible by transit
- Utilizing communication channels managed by local groups, organizations and the school district to promote information-sharing

Engagement Activities

The following table summarizes key engagement opportunities and tools to inform, consult, and involve community members in the **Hwy 99/Bear Creek Greenway Corridor Visioning & Strategic Plan** process. Engagement activities will be designed and conducted with the following desired outcomes in mind:

1. Increased capacity and opportunities for discussion, knowledge sharing, and problem-solving between officials and community members, with a special emphasis on traditionally underserved residents who lived in the Project Area but have been largely displaced by the fire, as well as those whose primary language is not English.
2. Greater trust in local government by community stakeholders.
3. More informed and educated community stakeholders.
4. Intentional and meaningful use of community feedback in the **Hwy 99/Bear Creek Greenway Corridor Visioning & Strategic Plan** process.

Engagement Activity	Description
<p>Project Advisory Committee Meetings (PAC)</p>	<p>The PAC is a committee composed local jurisdiction staff, representatives from neighboring jurisdictions, relevant districts, partner agencies and non-governmental organizations. They will review and comment on work products, advise on technical issues, and provide policy expertise. There will be three meetings for the PAC, of which one will be a two-part meeting:</p> <ul style="list-style-type: none"> • Meeting 1 will focus on reviewing the project scope and schedule, the ODOT TGM Program Objectives, the draft <i>Public Involvement Plan</i>, and the <i>Stakeholder Interview Summary Report</i>. • Meeting #2 will focus on reporting back on the online public meeting and survey and reviewing the draft <i>Existing Conditions and Opportunities Report</i>. • Meeting #3 will be a two-part meeting. Each part is anticipated to be two hours and may occur in two separate sessions in one day or two different days. The meeting will focus on reviewing and seeking feedback on the draft <i>Placemaking Recommendation Report</i> and the <i>Plan and Development Code Evaluation Memorandum</i>. <p>All PAC meetings are virtual.</p>

<p>Community Advisory Committee (CAC)</p>	<p>The CAC is a committee composed of people who live in the Project Area or were displaced due to the Alameda Fire and would like to return. The CAC is meant to be representative of the communities in the Project Area, to the extent feasible. The CAC will review and comment on work products, guide public outreach and engagement efforts, act as liaisons to specific constituencies or interest groups, encourage community members to participate in the process, and act as champions of the project. There will be two CAC meetings and one workshop meeting:</p> <ul style="list-style-type: none"> • Meeting 1 will focus on introducing the Project, reporting back on the first round of outreach, reviewing the draft <i>Existing Conditions and Opportunities Report</i> and discussing desired Project outcomes. • Placemaking Workshop (CAC) will be an interactive workshop activity conducted alongside a broader event for the community, focusing on identifying design elements and strategies that lend to enhanced placemaking. • Meeting 2 will focus on reviewing and seeking feedback on the draft <i>Placemaking Recommendation Report</i>. <p>All CAC meetings are virtual unless otherwise. Special accommodations will be made by local jurisdictions for those CAC members who may need a computer to attend the remote conference if they do not have computer access.</p>
<p>Stakeholder Interviews</p>	<p>Stakeholder interviews will be conducted at the outset of the project to understand community values and priorities for the HWY 99/Bear Creek Greenway corridor, as well as opportunities and constraints, perceived or real, related to redevelopment of the area. Stakeholders are identified by the local jurisdictions and represent owners or managers of local businesses and property; owners of manufactured home parks; local community organizations that represent low-income, elderly, youth, transit-dependent, and Hispanic populations; affordable housing developers or providers; and non-motorized transportation advocates. Up to ten interviews can be conducted, either virtually or in-person.</p>
<p>Community Meeting</p>	<p>A community meeting will be held to introduce the project to the community, describe opportunities to get involved, and gather community values and priorities for redevelopment of the HWY 99/Bear Creek Greenway corridor and key transportation connections. The public meeting will be virtual and include simultaneous Spanish interpretation.</p>
<p>Online Engagement</p>	<p>Online surveys will supplement in-person (if applicable) and virtual community engagement activities. The first online survey will include an interactive map to provide location-specific input, as well as a visual preference survey of development types and site design. The second survey will mirror the key questions that are posed in the Placemaking Workshops, providing a virtual opportunity to participate in the in-person event, if applicable.</p> <p>Surveys will be distributed via local newsletters, listservs, and social media, per the detailed list of communication tools identified in the Appendix. Local jurisdictions may conduct these as intercept surveys at community events.</p>

Placemaking Workshops	<p>An interactive Placemaking Workshop will be held to identify and develop design elements and strategies for enhanced placemaking along the HWY 99/Bear Creek Greenway Corridor. The workshop will be designed to gather information and feedback about ideas for improving multi-modal transportation, designs and locations for mixed-use nodes and additional housing, and green infrastructure strategies to mitigate flooding. The workshop will be in-person, if applicable.</p> <p>The CAC will participate in the Placemaking Workshop at a CAC meeting, concurrent with the broader, community-wide Placemaking Workshop. The Placemaking Workshops will be available online and in paper format (if applicable), in both Spanish and English.</p>
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Communication Tools

In addition to the above activities, the following communication tools will provide information about events, activities and opportunities to be involved in developing the ***Hwy 99/Bear Creek Greenway Corridor Visioning & Strategic Plan***. A detailed list of communication tools (newsletters, social media, community events, etc) for each jurisdiction is included as an Appendix to this document.

Logo/Branding	A project “look” including colors, fonts, headers and related graphic elements will appear on all project materials and provide continuity and visibility for the project, ensuring its identity is unique and compelling.
Project Website	The Hwy 99/Bear Creek Greenway Corridor Visioning & Strategic Plan webpage will act as a hub for project information. The project webpage will include a project overview, important contacts, schedule of opportunities for engagement, updates on project status, a library of documents and a mechanism to submit general comments.
Social Media	The local jurisdiction’s social media accounts will be used to share information, increase project awareness, and provide avenues for community input.
Media Releases	Media releases announce the project kickoff and advertise key opportunities for public participation. Additional project information may be posted through advertisements in local newsletters, City websites, social media, and other local publications like Caminos, Talent News and review, and the LTRG newsletter.
Promotional Materials	Promotional materials help advertise public engagement events and activities. This may include flyers and mailed notices.
Project Email List	E-mail addresses of people who express interest in the planning process will be maintained in a database and used when e-blasts are sent to notify people about events and activities. Interested parties will have several opportunities to join the mailing list, such as on the project website and at public meetings and events.

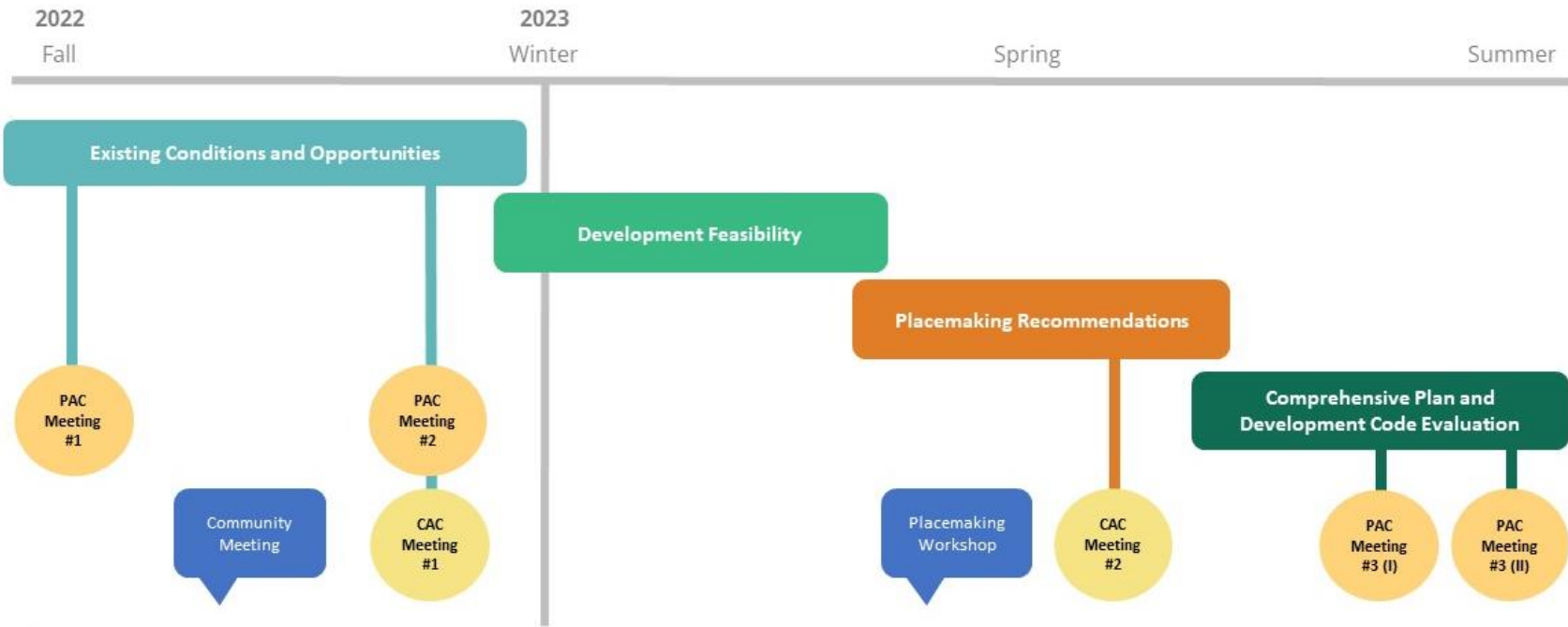
Roles and Responsibilities

The following table summarizes consultant team and local jurisdiction staff responsibilities.

Engagement Activity	Consultant Lead	Local Jurisdiction Lead
Project Advisory Committee Meetings (PAC)	Communications Virtual Meeting logistics Meeting materials Facilitation Summaries	Identify contacts
Community Advisory Committee Meetings (CAC)	Communications Virtual Meeting logistics Meeting materials Facilitation Summaries	Identify contacts Location logistics (if applicable)
Stakeholder Interviews	Scheduling Conduct interviews Summaries	Identify contacts Location logistics
Community Meeting	Meeting materials Facilitation Summaries	Implement web updates and media releases
Online Engagement	Implement engagements Summaries	Implement web updates and media releases
Placemaking Workshops	Activity format Materials Facilitation Summaries	Location logistics Staffing Implement web updates and media releases

Communication Tool	Consultant Lead	Local Jurisdiction Lead
Logo/Branding	Graphic look and design	Implement graphic look and design
Project Website	Develop content Implement and maintain website	Distribute via City platforms
Social Media		Develop content Distribute via City platforms
Media Releases		Develop content Distribute via City platforms
Promotional Materials		Develop content Distribute via City platforms
Project Email List	Create and maintain database	Distribute email blasts

Project Schedule



HWY 99/ BEAR CREEK CORRIDOR
Visioning & Strategic Plan

Legend:

PAC: Project Advisory Committee

CAC: Community Advisory Committee

APPENDIX. Detailed List of Communication Tools by Jurisdiction *Updated 11-14-2022*

	Talent	Responsible Staff (title or name)	Phoenix	Responsible Staff (title or name)	Jackson Co.	Responsible Staff (title or name)
Social media platforms	Facebook (English and Spanish) 1-2 day turnaround	Hector Flores/Lucero Martinez	Facebook Posting	Zac	Facebook page	Shandell will check to see if she can post project info
Newsletters (print and virtual)	Gateway Project Newsletter, Coalicion Fortaleza Newsletter, JCC-LTRG Newsletter, Unete Newsletter, Anjou Club Newsletter, R3V Newsletter, Medford Chamber newsletter, The Applegater Newsletter		City of Phoenix Monthly Newsletter		None	
Publish date/schedule	Various print schedules	Hector Flores/Lucero Martinez	Monthly	Zac		
Due date for materials	Various print schedules		15th of the Month			
Newspapers	Mail Tribune, Talent News and Reviews, Revista Caminos, Ashland.net,				Rogue River Press (weekly?)	Shandell/Patty
Publish date/schedule	Talent News - 20th of month prior, published 1st week of month others - various due dates	Hector Flores/Lucero Martinez			Wednesdays	
Due date for materials	Talent News - 20th of month prior, published 1st week of month others - various due dates				Tuesdays	
Utility bill mailers					None	
Due date for inserts	Yes - Jordan will find date		15th of the Month (after Nov)	Zac		
Radio/podcasts	JPR – daily show KSKQ – various daily shows KRRTA (Spanish radio) KRRTA (Spanish radio)	Hector Flores/Lucero Martinez	NA		None	
Publish date/schedule						
Due date for materials			NA			
Website(s)	Cityoftalent.org, somostalent.net, talenturbanrenewalagency.com	Hector Flores/Lucero Martinez	Posted on Home Page and under long-range planning	Zac	Official Website	Shandell/Patty
Local Events/Festivals	Bear Creek Clean up (3 rd Saturday in April/September) Citywide Yard sale (May), Talent Harvest Festival (Sept/Oct), Tree Lighting Ceremony (December), Fall Leaf Pick-up (December), Christmas Gift Giving (December)					
Date held	Nov 19 Los Mercaditos latino flea market Nov 24 Turkey Trot (board w/ qr code) handouts? Dec 2 Tree Lighting Ceremony (city-run, can have a board)	Hector Flores/Lucero Martinez				
Timeline for participation						
Other communication tools	lawn signs with qr code - city would print, we can provide design? Local websites – What to Do in Southern Oregon, Travel Medford, Rogue Valley Messenger, Developing city focused newsletter, exploring idea of podcast in Spanish/English, Latino Interagency Committee, Medford Chamber website, The Applegater	Hector Flores/Lucero Martinez	Poster Board in City Hall Lobby/Electronic Reader Board on Hwy	Jeff		
Business/organizations for posting flyers & project materials distribution	Ray's Market, Talent Library, Talent Historical Society, Sweet Beet Station, Talent Elementary/Middle School, Rogue Action Center, Phoenix/Talent School District, Facebook Pages: Talent, Or – The Real Talent – Talent News and Events, Garcia's Tacos, Anjou Club, Parkside Apartments, Sona CBD	Hector Flores/Lucero Martinez	Possible poster board at Rays in Phoenix, Angelos Pizza and Home Depot Firebrand resource center (Jose Yanez)	Zac	Counter Flyers	Shandell