



May 2023

# ROGUE REIMAGINED

## REGIONAL LONG-TERM RECOVERY PLAN

*Jackson County, Oregon*



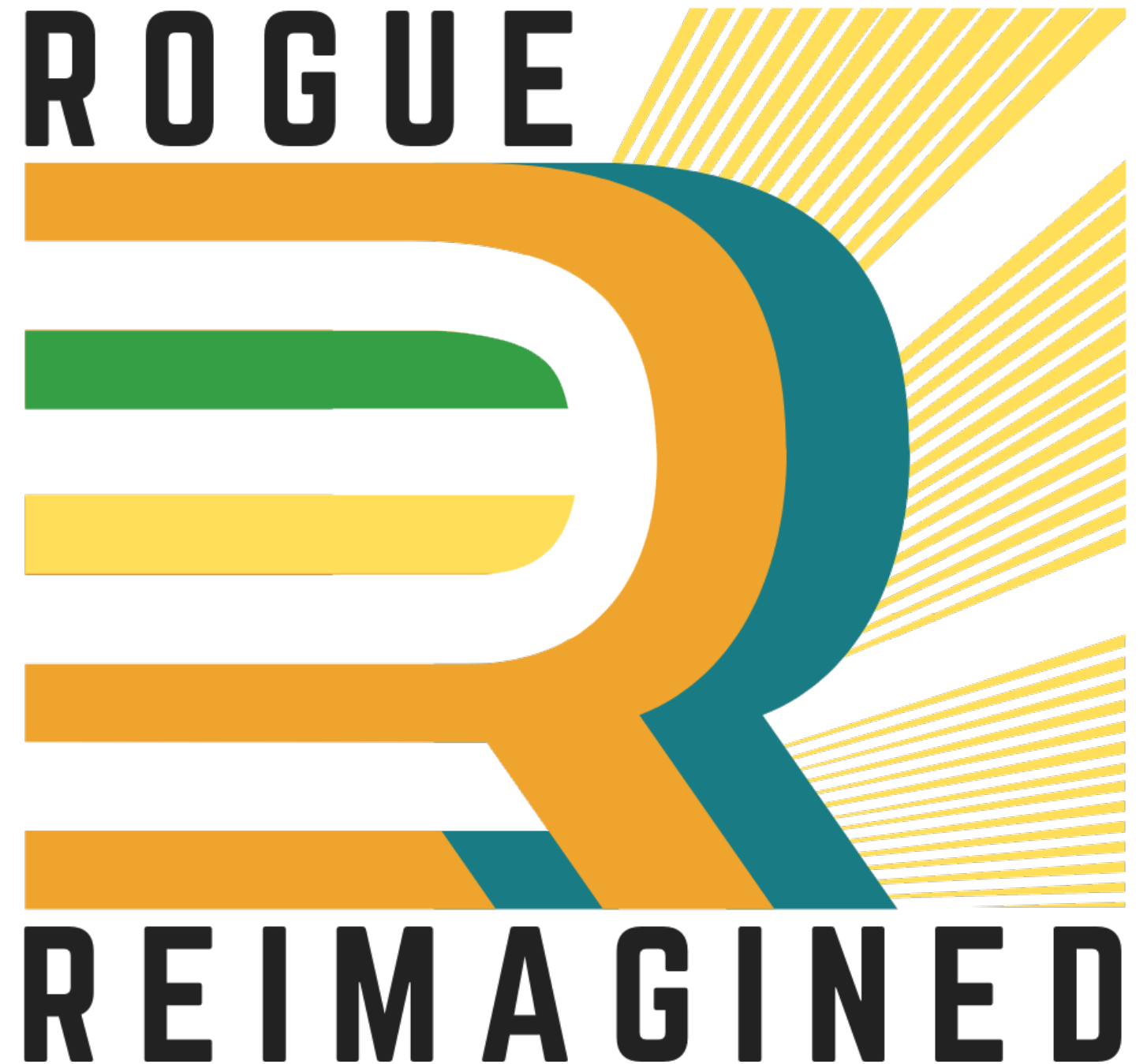
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# AGENDA

- Schedule
- Three-Step Planning Process
- Recovery Plan Update
- Next Steps



# SCHEDULE

MON	TUES	WEDS	THURS	FRI	SAT	SUN
1	2	3	4	5	6	7
<b>MAY</b>	RECOVERY PROJECT DRAFT WORK + FOLLOW-UPS WITH PARALLEL ORGS					
8	9	10	11	12	13	14
		STEERING COMMITTEE MTG				
15	16	17	18	19	20	21
22	23	24	25	26	27	28
MEETINGS WITH JURISDICTIONS						
29	30	31	1	2	3	4
<b>MEMORIAL DAY</b>		BOARD HAND-OFF	<b>JUNE</b>	DRAFT REPORT		
5	6	7	8	9	10	11
ONLINE + IN-PERSON PREFERENCE SURVEY OF RECOVERY PROJECTS						
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
				REPORT COMPLETE	<b>JULY</b>	

# THE THREE STEPS IN THE RECOVERY PLANNING PROCESS

## STEP 1

Listening to residents and concerned organizations, including tonight's group

## STEP 2

Exploring ideas for recovery projects

## STEP 3

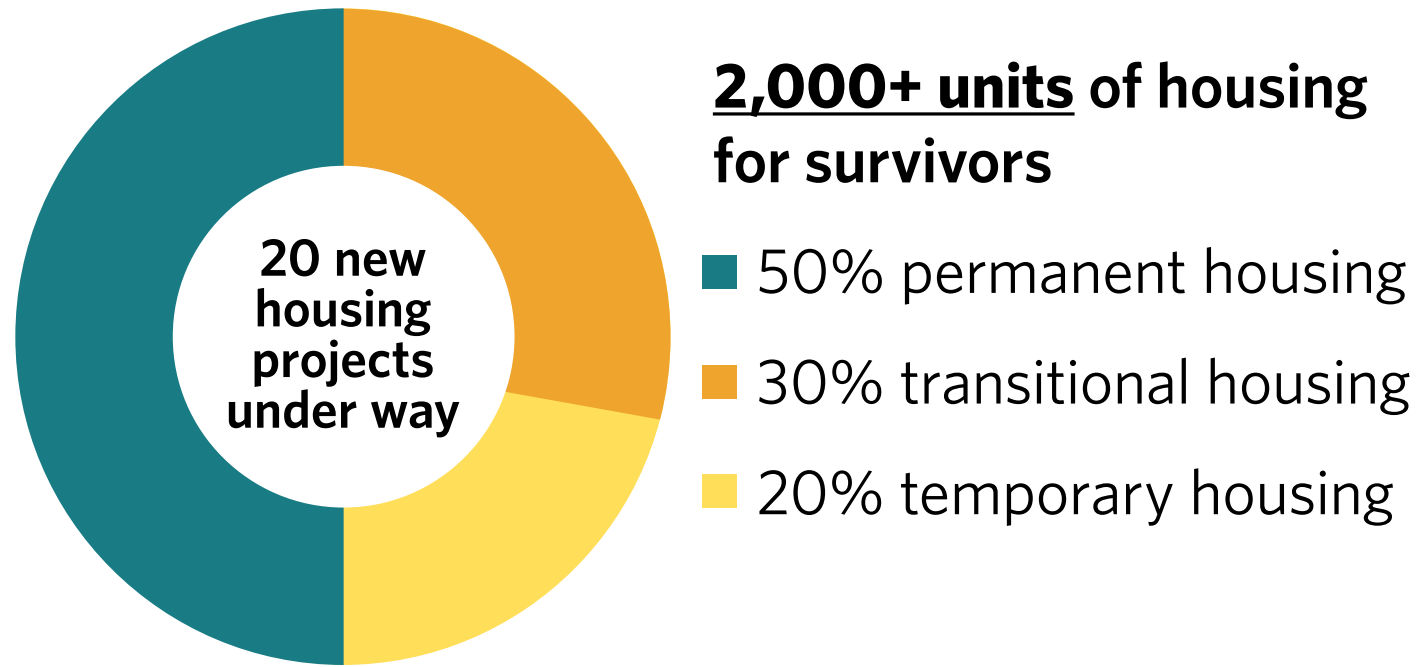
Choosing the best path forward

# RECOVERY PLAN ORGANIZATION

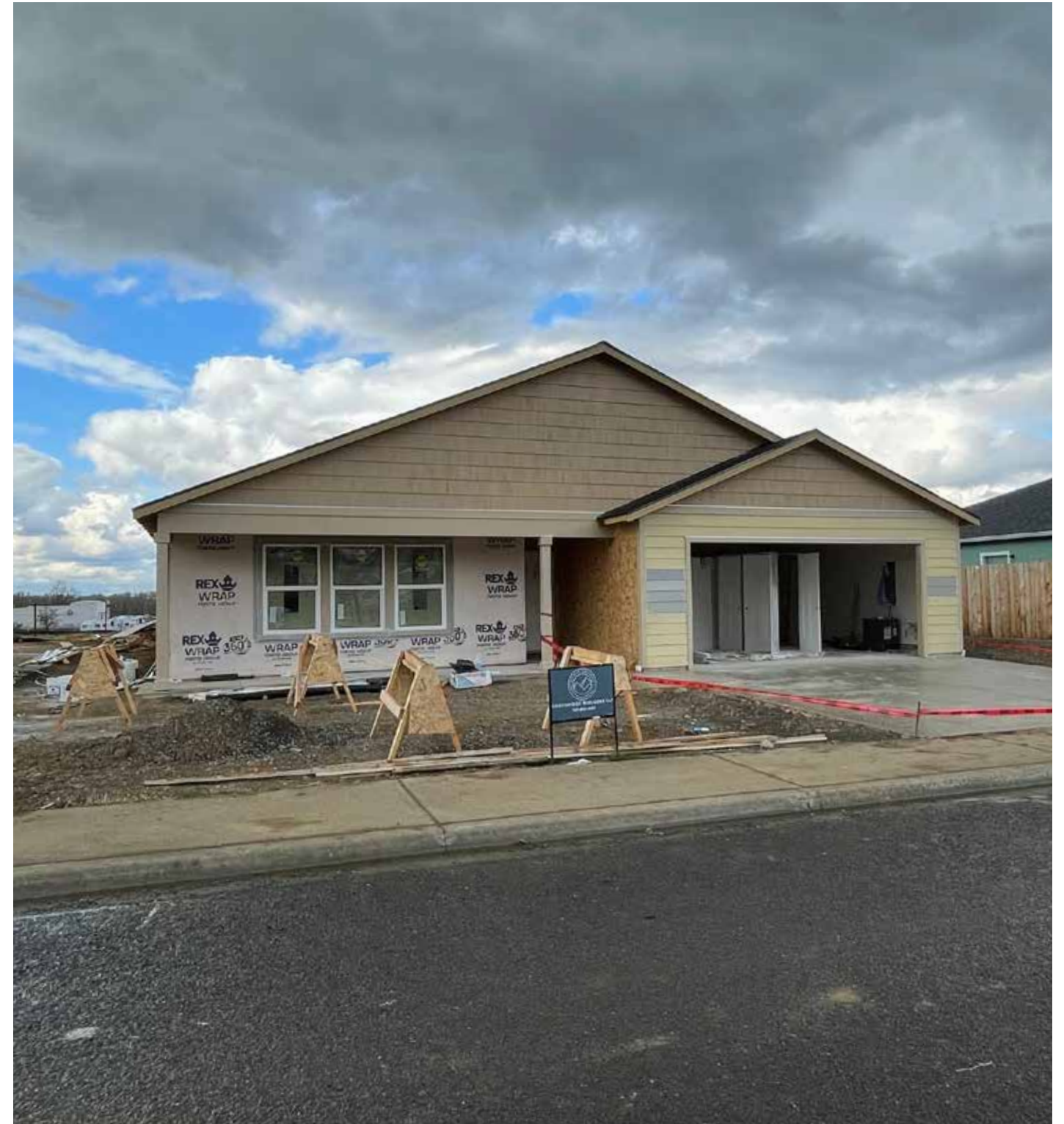


# NOTABLE PROGRESS TO DATE

\*Jackson County & Phoenix numbers last updated May 2023  
 \*\*Talent numbers last updated December 2022



Jurisdiction	Total Residential Units Destroyed	Building Permits Issued	Certificates of Occupancy Issued
Jackson County Almeda Fire*	1,130	36%	19%
Jackson County South Obenchain Fire*	47	51%	47%
Phoenix*	553	62%	47%
Talent**	840	50%	28%
<b>Total/Averages</b>	<b>2,570</b>	<b>~50%</b>	<b>~35%</b>



# COMMUNITY ENGAGEMENT ACTIVITIES

- 40+ Stakeholder Interviews
- 5 Public Meetings (Virtual and In-Person, English and Spanish)
- Open House Event
- Online Ideas Wall
- Online Interactive Feedback Map
- Community Survey (Virtual and In-Person, English and Spanish)
- Text Bot Conversations

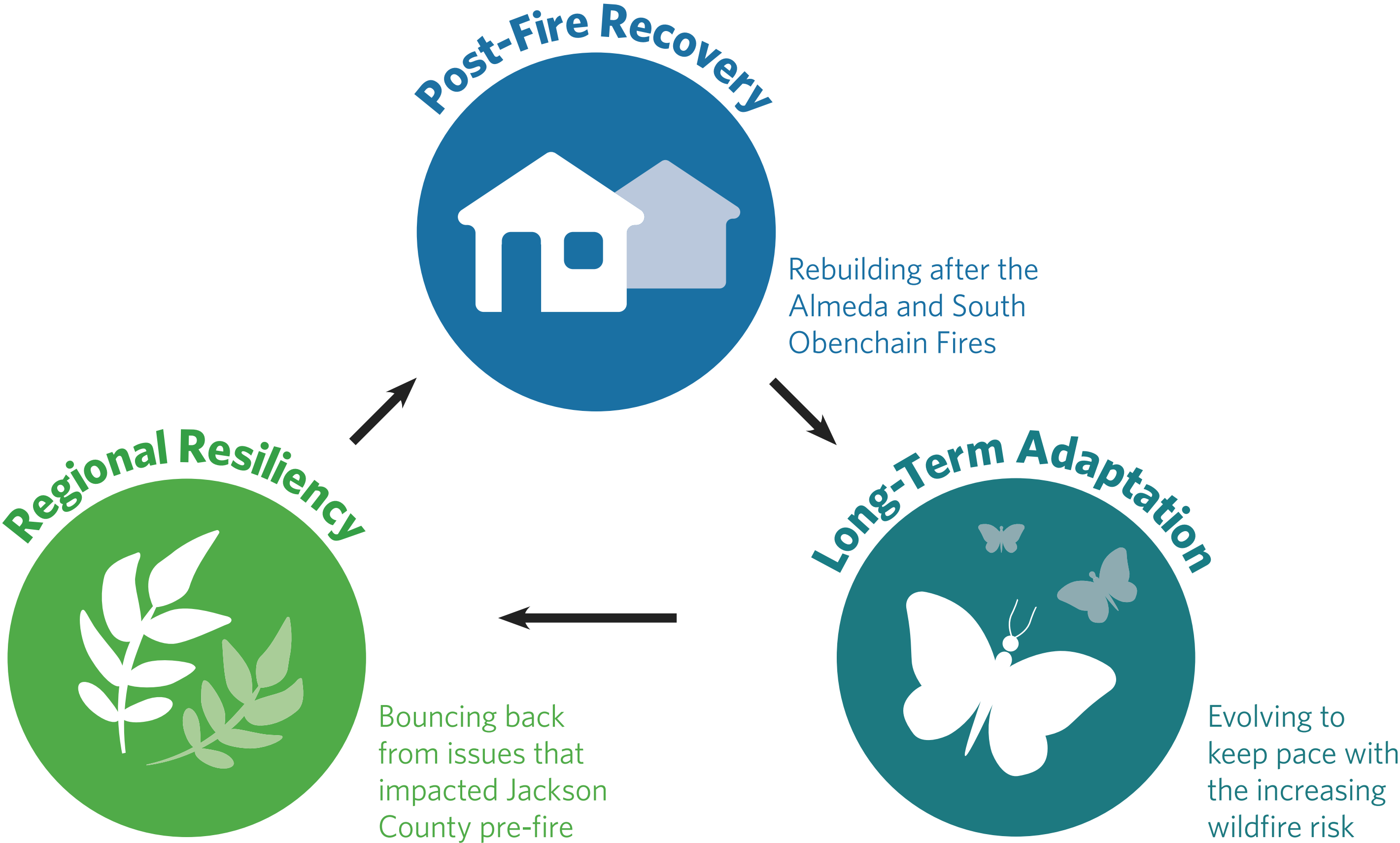


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## SUPPORT FOR FIRST-TIME HOMEBUYERS

### Recovery Priority



#### Tier 1

#### Project Description

Hardening building envelopes combined with aggressive fuel reduction both increases safety and reduces insurance premiums. Restoring and creating new options to allow renters who are fire survivors to own a home. Traditional first-time homebuyer programs are limited to acquisition of an existing unit that meets health and safety code standards and to households earning 120% or less of local AMI. Most available units in proximity to the Almeda fire boundary are newly built and priced above 120% of Jackson County AMI. This mismatch generally precludes income-qualifying renters from purchasing a home.

As part of the State’s ReOregon initiative, a new homeownership program for fire survivors who were renters and displaced by the fires has been created. OHCS is still working on the details of the Homeownership Opportunities Program (HOP) and a final timeline for implementation has yet to be published. OHCS is still asking former renters that are fire survivors to complete the forthcoming HARP eligibility survey to help assess potential needs. One unique aspect of the HOP program is that all the homes will be newly

constructed. This requirement is intended to take pressure off the limited existing inventory. OHCS will be working with partners to facilitate the construction of new home communities as part of this program.

#### Lead

Oregon Housing and Community Services (OHCS)

#### Partners

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

#### Action Steps

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

#### Cost Estimate (Projected)

- Inspection & enforcement \$60M

#### Potential Resources

- ReOregon HOP (CDBG DR grant funds)
- Habitat for Humanity
- OHCS DPA Program
- FHA Loans



#### Return on Investment

Expanding housing inventory, opportunity, choices, and equity.

#### Timeline

1 to 6 years



# POST-FIRE RECOVERY



# Focus on Below Market-Rate Ownership Housing

1

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



2

# Accelerate Development of Affordable Housing

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



# 3 Support First-Time Homebuyers

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



# 4 Reduce Insurance Premiums

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



# 5 Build Back Brick-and-Mortar Businesses

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



# 6 Leverage the Cities' Ability to Boost Redevelopment

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

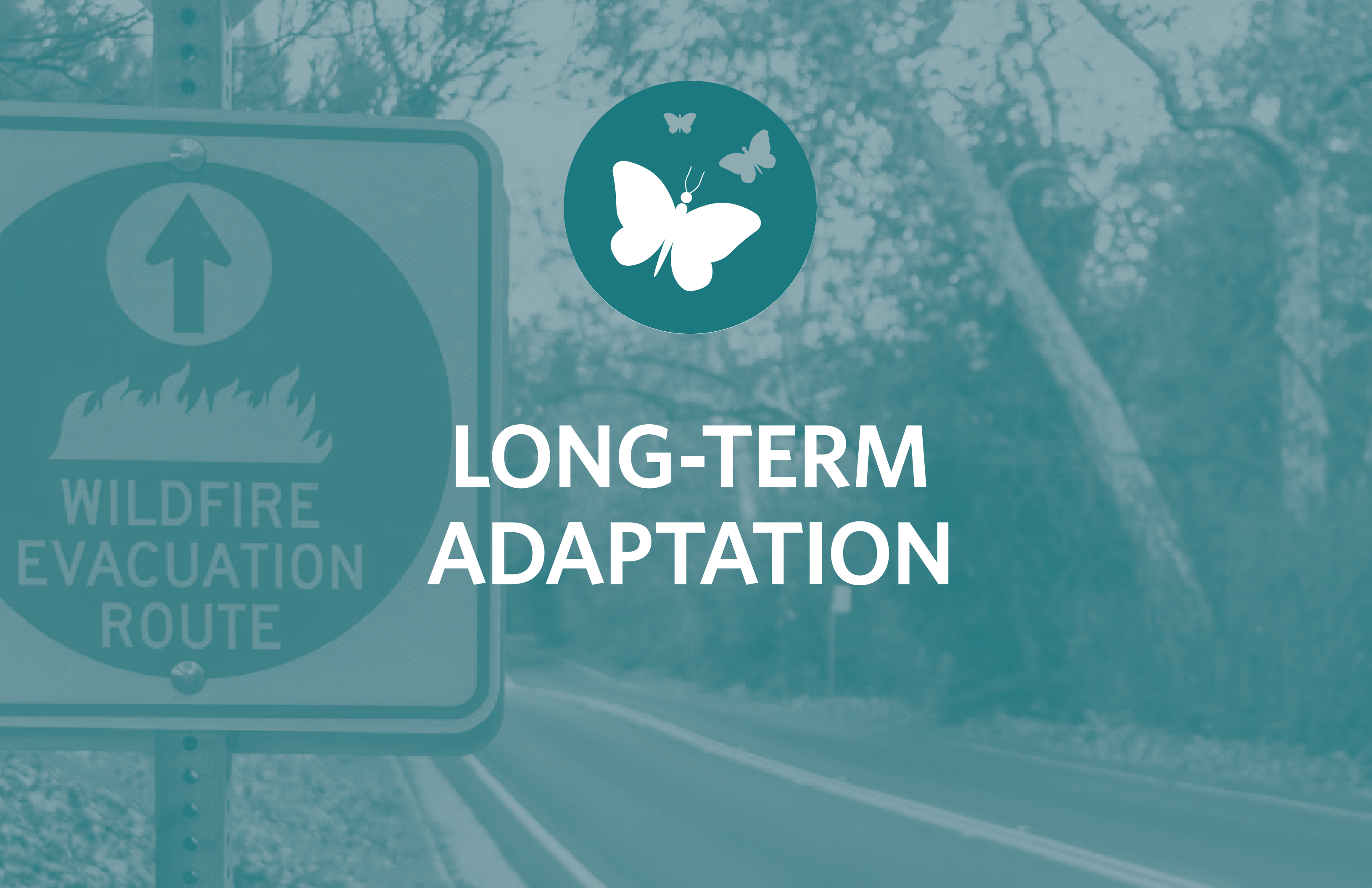


# 7

## Provide for Long-Term Behavioral Health Services

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





# LONG-TERM ADAPTATION



# 8 Create Firebreaks

Implement and maintain fuel breaks between urbanized areas and the wildlands to reduce fire risk.



# 9 Improve Fire Safety on Evacuation Routes

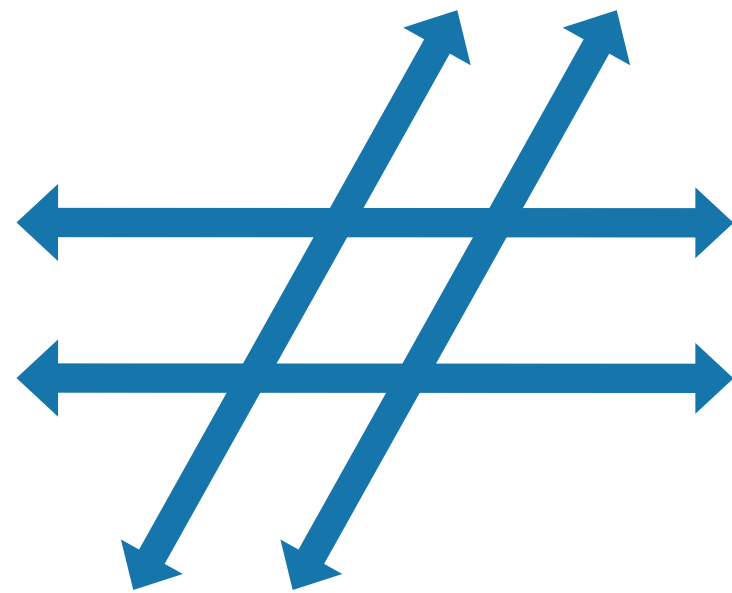
Commission a traffic study that would provide the verifiable data needed to seek funding for improvements along main evacuation routes.



10

## Strengthen Emergency Notification Systems

Create a multi-layered/redundant Emergency Notification System.



11

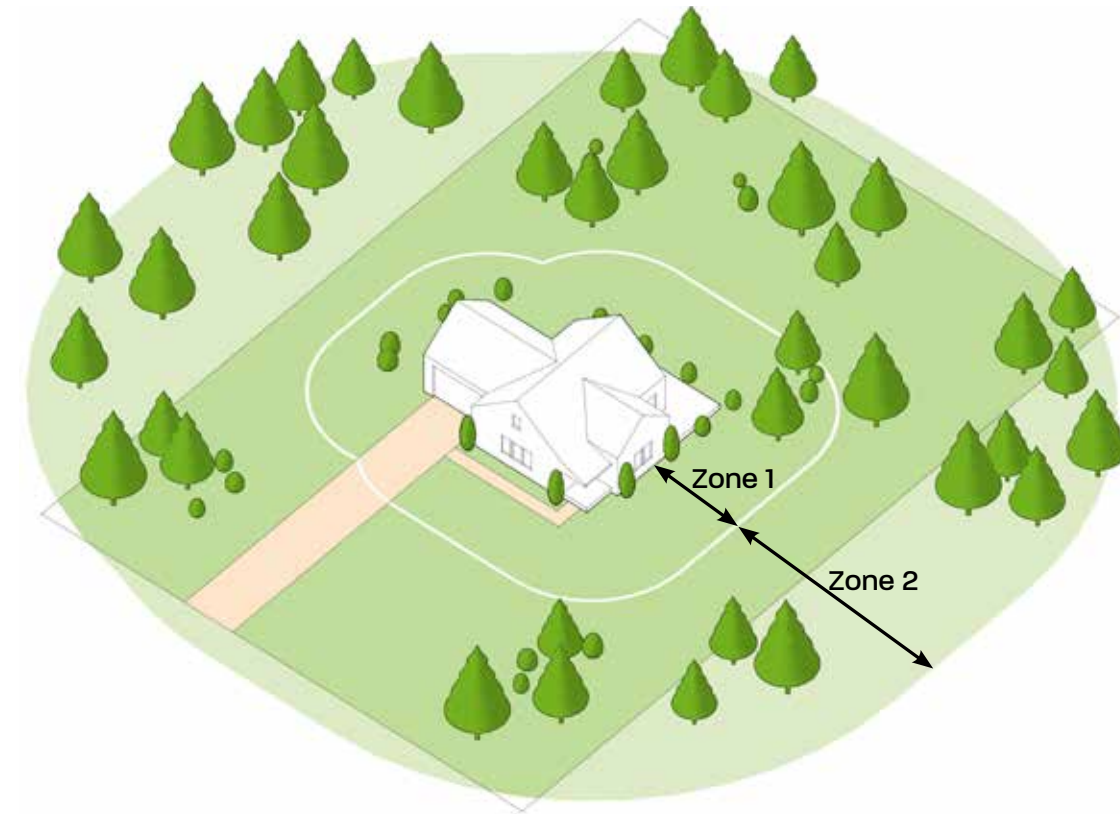
## Encourage Connected Streets

Promote connected streets with a minimum of two ways in and out for all developed areas.

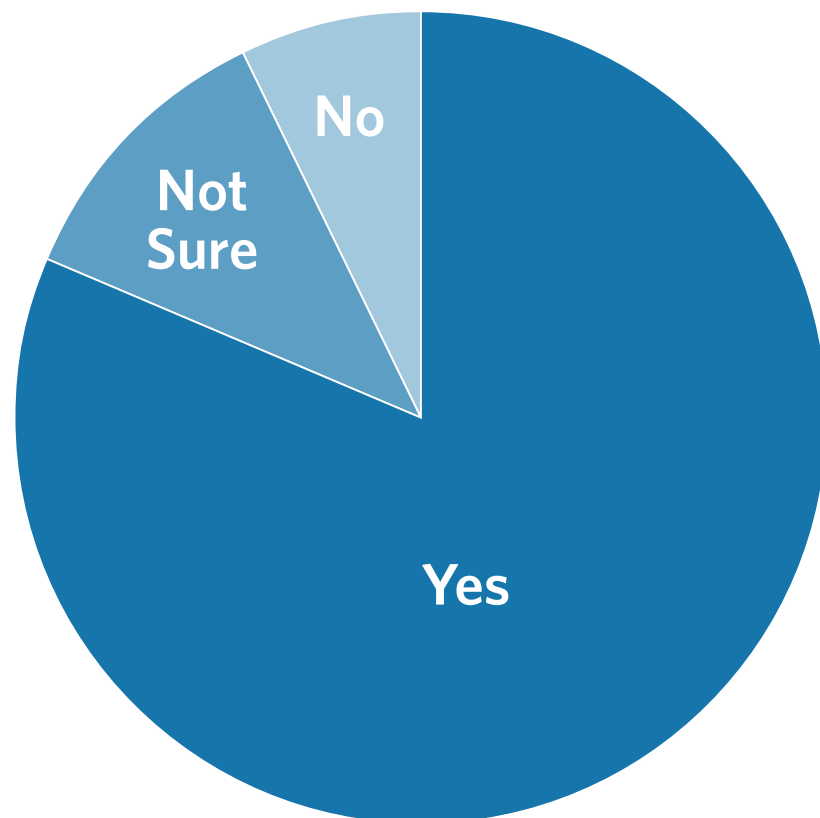


# 12 Set Standards for Firesafe Landscaping

Establish uniform defensible space standards.



80% of respondents would be willing to implement fire-hardening improvements to their home or property if the cost was reasonable.



# 13 Promote Fire-Resistant Homes

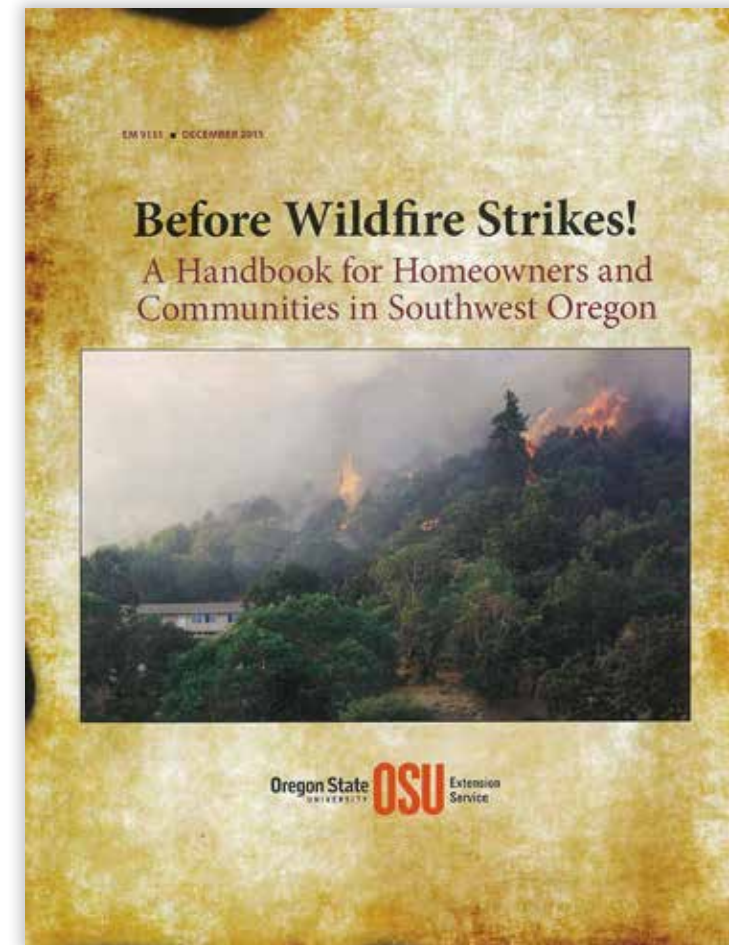
Implement the wildfire construction provisions in the Oregon Residential Specialty Code.



14

## Support Firesafe Education

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





# REGIONAL RESILIENCY

# Be Prepared for the Next Disaster

# 15

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



# 16

## Make the Bear Creek Greenway Safe

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



17

# Encourage Multilingual Communications

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



18

# Address Food Insecurity Funding

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



19

## Expand Transportation Options

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



20

## Embrace Sustainable Development

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





# 21

## Improve Local Social Determinants of Health

Work to further upgrade the non-medical factors that influence health outcomes.



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

# PARALLEL INITIATIVES



# APPENDICES

- Survey Results
- Summary of Community Meetings
- Idea Wall Results
- Interactive Map Results
- Recovery Project Preference Survey Results
- Hello Lamp Post Results

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

[Start a discussion](#)

Reimagine | 3 months ago

I want to see at least 2 exits in every single mobile home park in the Rogue Valley. Parks that are adjacent to bear creek need to have some sort of bridges built (ADA accessible), so residents can cross them and escape in future emergencies.

[Start a discussion](#)

Reimagine | 3 months ago

There is a significant amount of existing housing stock that has fallen into various states of disrepair and neglect due to years of deferred maintenance. Fire survivors scrambled to get rehoused in the aftermath of the fires, purchasing homes sight unseen, without inspections, and all cash offers. The costs of rehabilitating these homes are now beyond their financial means. Could Community Land Trusts be part of the solution for addressing this? Could ReOregon or Fannie Mae help?

[Start a discussion](#)

Rebuild | 4 months ago

We need evacuation routes posted on all the roadways. It should be common knowledge which ways to evacuate in the event of a fire.

[Join the discussion \(1\)](#)

Reimagine | 5 months ago

Affordable housing I think this is the biggest challenge facing us. I'm concerned that rental property owners are taking advantage of the housing shortage and increasing rents rather than behaving like community minded, responsible, concerned citizens. Nobody wants government to dictate what we should be doing but when it's obvious that we can't discipline ourselves maybe it's time for some form of rent control. We should all be in this together, looking out for each other.

[Start a discussion](#)

Rebuild | 5 months ago

It seems to be taking a long time for the clean up and rebuild. I'm sure there must be significant protocols that must be followed. This is in no way a criticism, just an observation. I'm sure we were all in shock at how fast the fire spread and how devastating it was. Factor in covid and things get even dicier. Many thanks to first responders, volunteers and all who are contributing to the rebuild!

[Start a discussion](#)

Recover | 5 months ago

My immediate need is to find a recovery for my damaged property

[Start a discussion](#)


Recover | 5 months ago

Biggest priority is the funding to the housing projects

[Start a discussion](#)

Rebuild | 5 months ago

Adding more art & music therapy, making them easily accessible to the fire-impacted community.



[Start a discussion](#)

Recover | 6 months ago

Workforce housing is such a critical bottleneck in the housing production pipeline. In order to create pathways out of poverty we need to be able to make transitioning off of subsidies feasible. At this point, making one dollar over whatever income limits are in place means all supports are removed. Workforce housing is critical if we are serious about improving economic outcomes for our survivors and our community.

[Start a discussion](#)

Community first. I would like to see this community 'reimagined' in a way that is by community, for community. To me this means more areas where community can come together and grow stronger. To facilitate interactions between all classes, races, and ethnicities of our people here. To truly grow community, we need to all engage in the rebirth of this area. This way we can close all of the gaps and grow closer in the process. More easily accessible parks, events, public centers.

[Start a discussion](#)

Reimagine | 6 months ago

# WELCOME

to the  
Rogue Reimagined

# Potential Recovery Project Polling Fair



## What is a Recovery Project?

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


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


## How can I participate?

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

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



 = I like this idea

 = I don't like this idea



## Support First-Time Homebuyers

*Apoyo a los compradores de su primera vivienda*

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

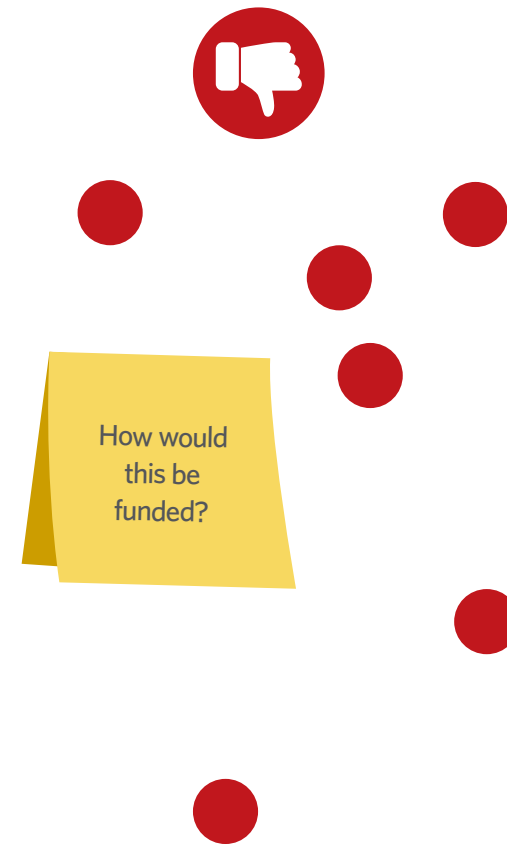
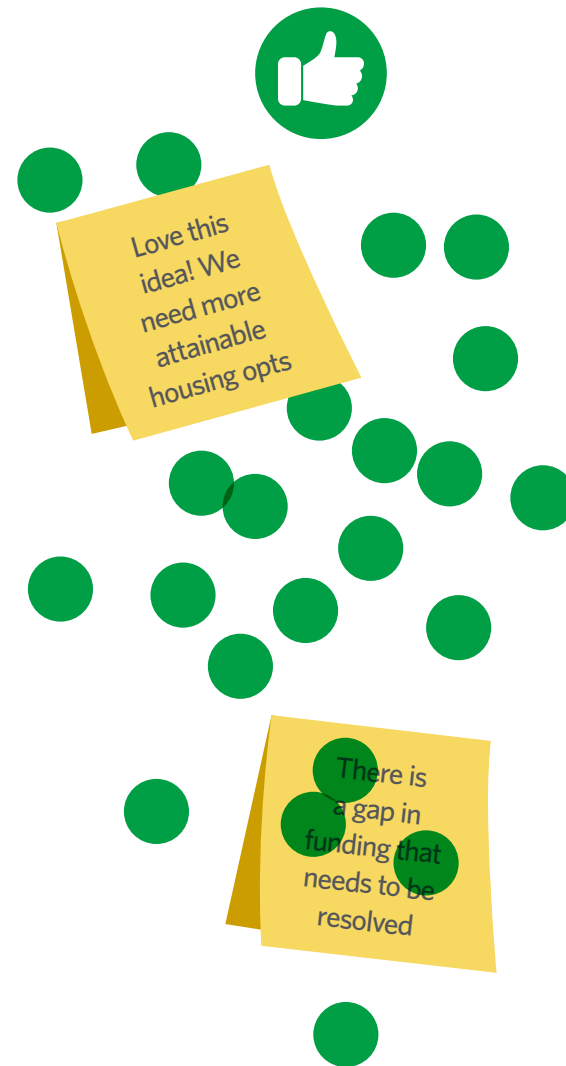
Traditional first-time homebuyer programs are limited to acquisition of and existing unit that meets health and safety code standards and to households earning 120% or less of local area median income (AMI). Most available units in proximity to the Alameda Fire boundary are newly-built and priced above 120% of Jackson County AMI. This mismatch generally precludes income-qualifying renters from purchasing a home.

*Crear opciones que permitan a los inquilinos supervivientes de incendios ser propietarios de una vivienda.*

*Los programas tradicionales para compradores de vivienda por primera vez se limitan a la adquisición de una unidad existente que cumpla con las normas de salud y seguridad y a los hogares que ganan el 120% o menos del ingreso medio del área local (AMI). La mayoría de las unidades disponibles en las proximidades de los límites de Alameda Fire son de nueva construcción y el precio por encima del 120% del Condado de Jackson AMI. Este desajuste generalmente impide a los inquilinos que califican de ingresos de comprar una casa.*



ROGUE REIMAGINED / REGIONAL LONG-TERM RECOVERY PLAN / JACKSON COUNTY, OREGON



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# NEXT STEPS

- Ongoing Follow-Up Interviews
- Meet with the Jurisdictions
- Preference Survey
  - Social Media Polling
  - Website Polling
  - In-Person Poster Voting
  - Virtual Meeting Polling
- Issue Draft of the R-LTRP

