



CITY COUNCIL STUDY SESSION DRAFT MINUTES

Monday, August 15, 2022

HELD HYBRID - Council and some City Staff will be live in the Council Chambers, 1175 E. Main Street. Citizens and presenters will be joining via zoom View on Channel 9 or Channels 180 and 181 (for Charter Communications customers) or live stream via rvtv.sou.edu select RVTV Prime.

Written and oral testimony will be accepted for public input. For written testimony, email public-testimony@ashland.or.us using the subject line: Ashland City Council Public Testimony.

For oral testimony, fill out a Speaker Request Form at ashland.or.us/speakerrequest and return to the City Recorder. The deadline for submitting written testimony or speaker request forms will be on Monday, August 15, 2022 at 10 a.m. and must comply with Council Rules to be accepted.

Mayor Akins called the Study Session to order at 5:30 p.m.

Councilors' Hyatt, Graham, Moran, DuQuenne and Jensen were present. Councilor Seffinger arrived at 5:41 PM.

1. Public Input (15 minutes, maximum)
None.
2. Economic Development & Business Roundtable Follow-up
 - Ashland Housing Production Strategy – Update from EcoNorthwest and City Staff

Planning Manager Brandon Goldman gave a brief Staff report.

Beth Goodman went over a PowerPoint (*see attached*).

Items discussed were:

- Housing needs in Ashland
- Initiatives Approach to Strategies
- Strategies to Accommodate Housing Needs
- Project Schedule and Primary Tasks
- Financially Attainable Housing
- Share of Households by Income Level in Ashland
- Housing Needs by Group
- Existing Policies to Address Ashland Housing Needs

Seffinger arrived at 5:41 PM.

- AARP Livable Ashland Alliance – Steering Committee Report
Co-Chairs to AARP Livable Ashland Alliance Sandy Theis and Anne Bellegia presented Council with a PowerPoint regarding the Steering Committee Report (*see attached*).

Items discussed were:

- How the network started
- Membership Requirements
- 8 Domains
 - Outdoor spaces and Buildings
 - Transportation
 - Housing
 - Social Participation
 - Respect & Social Inclusion
 - Civic Participation
 - Employment Communication & Information
 - Community and Health Services
- Process and Timeline
- Progress made
- Goals
- Defining the Roles
- Resources
- Community Surveys
- Initiatives that have been achieved
- Potential Initiatives and Collaboration

Senior Services Superintendent Isleen Glatt explained that RVTB stopped the Ashland Connector Pilot due to staffing. She spoke that it could come back but the City needs to decide if they want to bring back an Ashland Connector or set up a similar dollar amount to set up another bus line in Ashland.

Council thanked all for the positive presentation.

Council discussed options regarding livability for young families.

3. Look Ahead

Mr. Lessard went over the Look Ahead (*see attached*).

4. Adjournment

The Study Session was adjourned at 7:37 PM

Respectfully submitted by:

City Recorder Melissa Huhtala

Attest:

Mayor Akins

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).



Ashland: Housing Production Strategy

City Council Meeting

August 15, 2022

ECONorthwest

ECONOMICS • FINANCE • PLANNING

- Housing Need in Ashland
- Initiatives Approach to Strategies
- Strategies to Accommodate Housing Need
- Next Steps

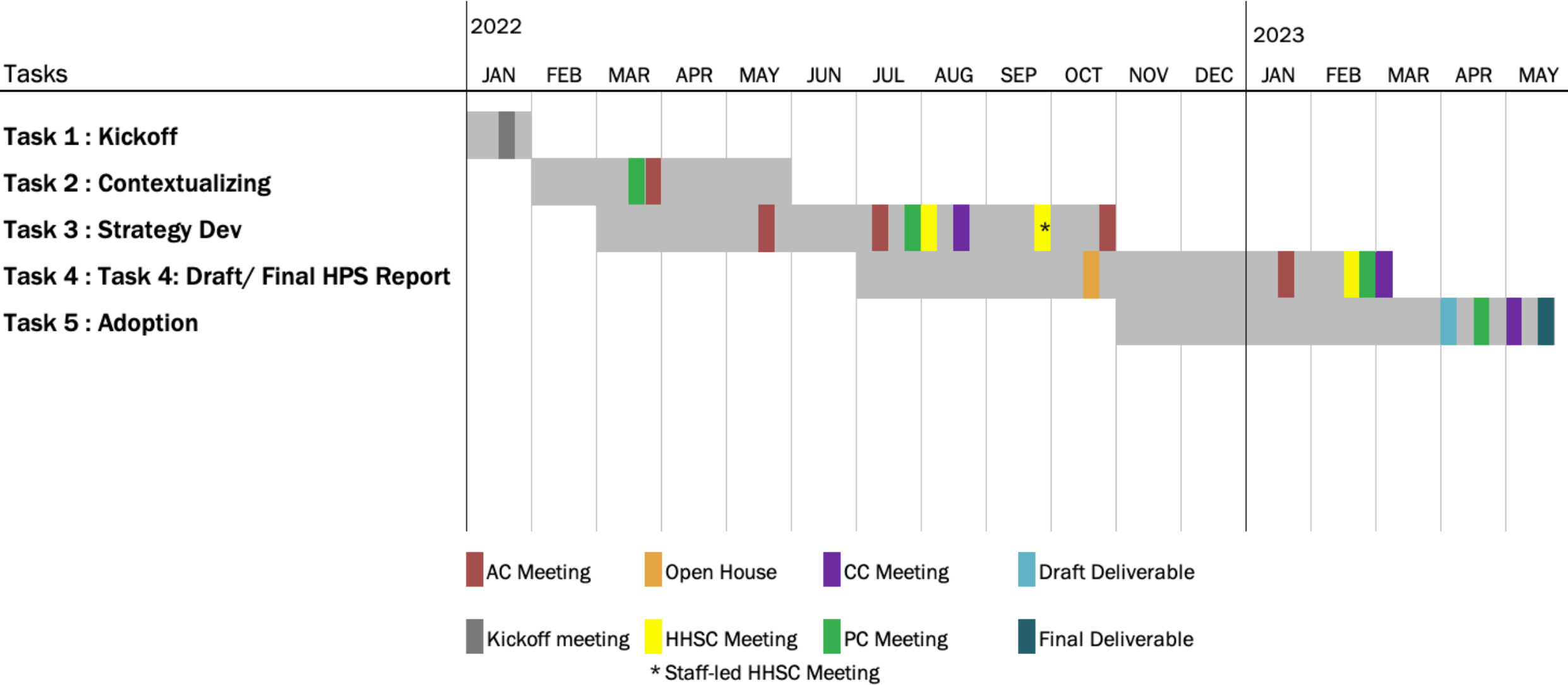


Questions for the City Council

- Are the actions included in this presentation the appropriate actions to address unmet housing need in Ashland?
- Are we missing any actions that should be included in the HPS?
- Should we remove any of the actions from the list to include in the HPS?
- Are there actions that we need to do refinement on to better fit them to address Ashland unmet housing needs?



Project Schedule and Primary Tasks

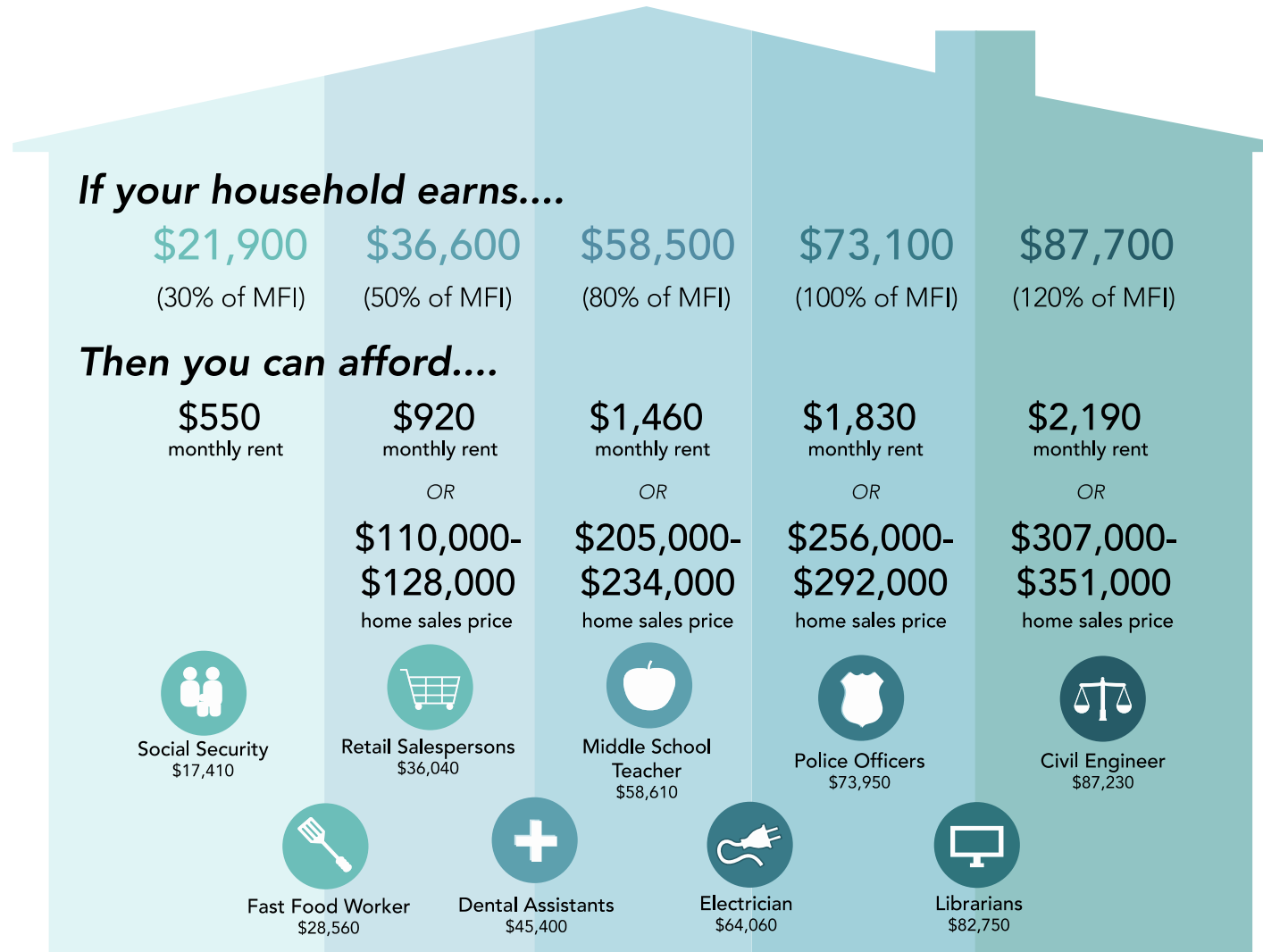




Housing Need in Ashland

Financially Attainable Housing

HUD's Median Family Income (MFI) for Jackson County in 2020 is **\$73,100**



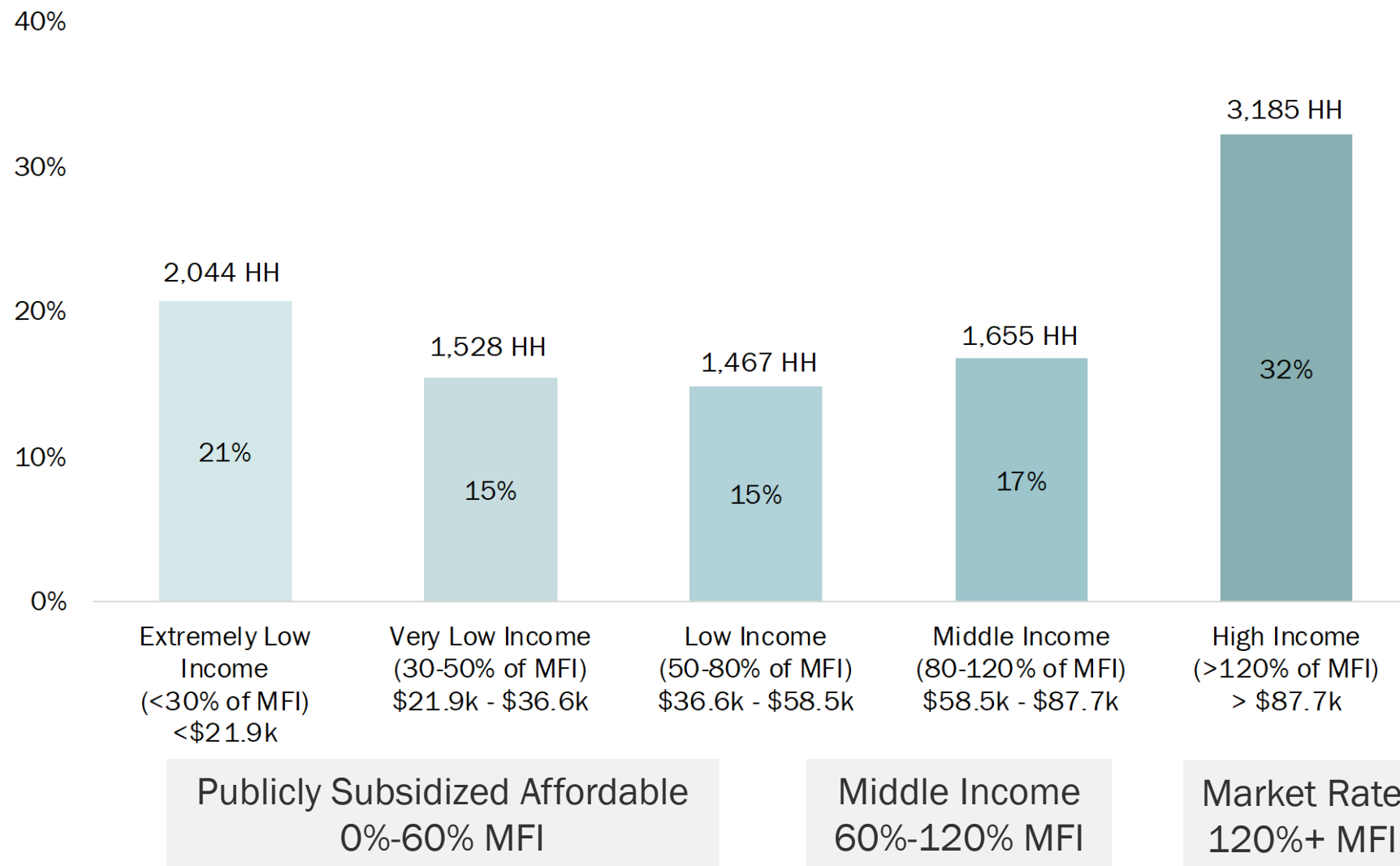
Median Home Sale Price in Ashland:
\$549,900

A household would need to earn \$140,000 (192% of MFI) to afford this price.

Average Asking Rent in Ashland:
\$1,550

A household would need to earn about \$62,000 or 85% of MFI to afford this rent for a 2-bedroom unit.

Share of Households by Income Level, Ashland

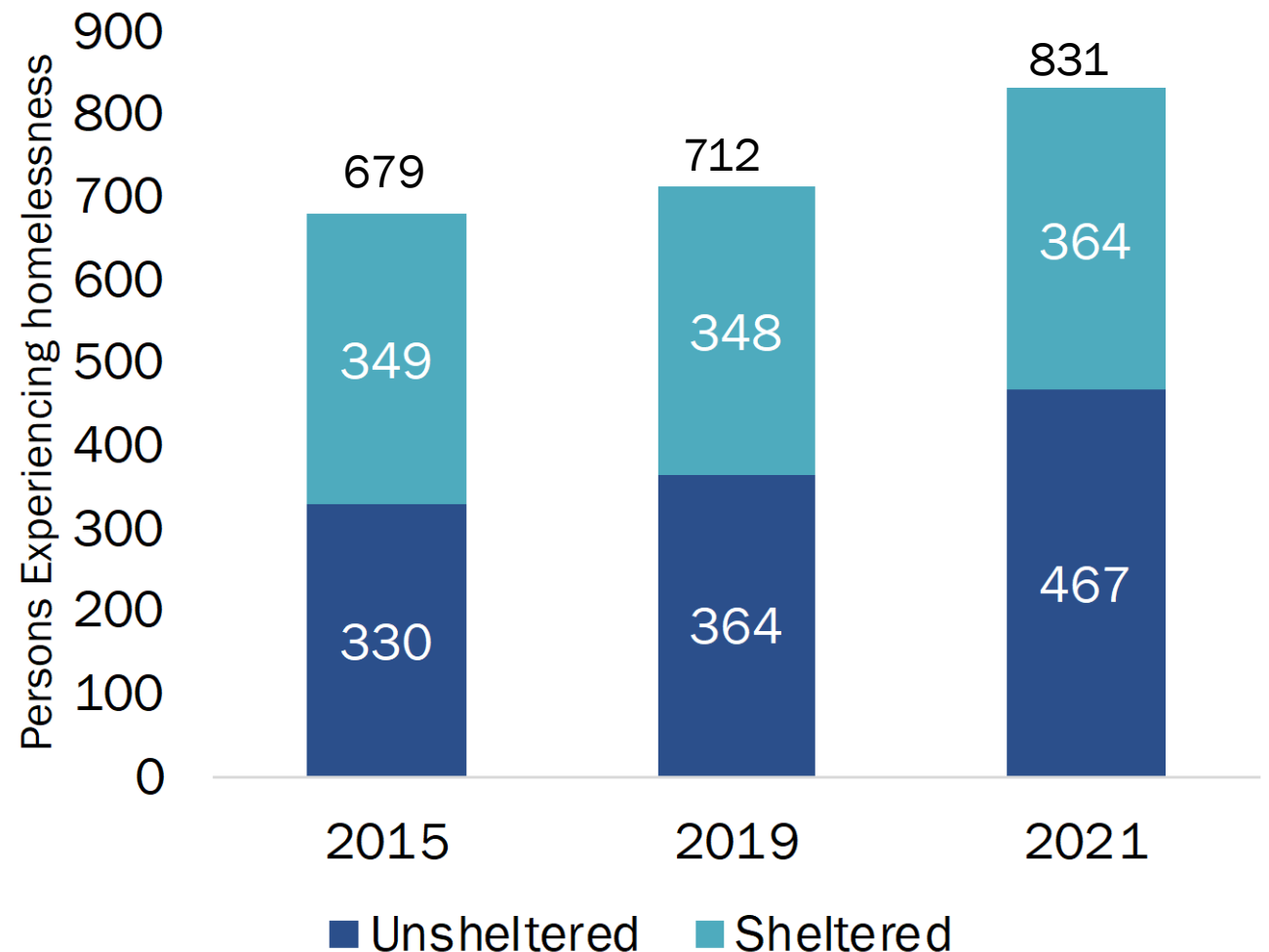


This chart is based on the HUD MFI for Jackson County and the ACS household income distribution for Ashland.

Housing Needs Often Differ by Group

- People experiencing homelessness:
 - Temporarily or chronically
 - Alone or with children
 - Ashland: about 10% of Jackson County's population of people experiencing homelessness
- Racial or ethnic groups
- People over 65 years old
- People with disabilities

Point-in-Time Homelessness Estimates, Jackson County, 2017-2021



Source: Oregon Housing and Community Services.

Note: OHCS reported two counts in 2021 – estimated and reported counts. This is the estimated counts.

Existing Policies to Address Ashland Housing Needs

Affordable Housing Programs:

- Reduced / Waived Building Permit fee, Planning fees, or SDCs
- Density Bonuses
- Affordable Housing Trust Fund
- CDBG funds
- Land Trusts
- Public Land Disposition
- Parcel assembly
- Inclusionary zoning for annexations/ certain zone changes
- Tenant Rights (Ordinance 2939)

Market-rate Housing Programs:

- Middle housing code
- ADU code update – removed barriers
- Live-Work housing or Mixed-use housing in commercial zones
- Zoning provisions to encourage density
- SDC Financing Credits

Vertical Housing Tax Credit





Strategies to Accommodate Housing Need in Ashland

Questions for the City Council

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Initiatives Approach



- **Encourage development of low- and moderate-income affordable rental housing.** This initiative seeks to increase the housing options for unregulated rental households earning between 60% and 120% of MFI (\$43,900 to \$87,700).
- **Increase opportunities for affordable homeownership.** This initiative seeks to increase the housing options for homeownership for households earning less 120% of MFI (less than \$87,700).
- **Encourage development of income-restricted affordable housing units.** There are limited options available in Ashland that are affordable to households with income of less than 60% of MFI (\$43,900). This initiative supports development of housing affordable in this income group.
- **Preserve existing of low- and moderate-income affordable housing.** This initiative seeks to increase the housing options for households earning less than 120% of MFI (less than \$87,700).

Actions	Purpose	Initiative Name			
		Encourage development of low- and moderate-income affordable rental housing	Increase opportunities for affordable homeownership	Encourage development of income-restricted affordable housing units	Preserve existing supply of low- and moderate-income affordable housing
Evaluate participating in or establishing a land bank.	Provide a pipeline of land for future development and control the type of development that may occur on that land.	■	■	■	
Evaluate opportunities to participate in a land trust.	Support affordable housing development by holding land in perpetuity and selling or leasing the housing on the land at below-market rate prices.		■		
Host educational events with the Housing and Human Services Commission	Education around housing issues is important to preventing and addressing housing discrimination, ensuring rights are protected, and connecting residents with housing resources.	□	■	■	■
Develop an equitable housing plan	Address identified impediments to fair housing such as: limited community awareness about fair housing protections and resources, instances of discrimination in housing transactions, and a lack of affordable	□	■	■	■
Broaden definition of dwelling unit Potentially remove, as this is an issue with the building code	Broaden the types of units allowed in residential districts and allow for greater flexibility of housing type, to achieve the mix of housing types needed to meet Ashland's 20-year housing needs.	■	□	□	
Disallow SFD in High Density R-3 Zone Outside of the Historic District	Preserve this zone for higher-density housing.	■		□	□
Maintain quality and support development of a new manufactured home park	Preserve and support development of new manufactured home parks.	□	■		■
Increase development capacity of MFR dwellings	Allow for a wider range of development will help ensure there are development opportunities for needed housing types.	■		■	

Actions	Purpose	Initiative Name			
		Encourage development of low- and moderate-income affordable rental housing	Increase opportunities for affordable homeownership	Encourage development of income-restricted affordable housing units	Preserve existing supply of low- and moderate-income affordable housing
Implement the Multiple Unit Property Tax Exemption (MUPTE) to support multifamily or affordable housing	Offer an incentive for preservation and development of housing for low- to moderate-income households.	■			□
Preserve and improve existing low-cost, unregulated, rental housing	Support needed repairs for low-cost unregulated housing without displacing tenants.				■
Explore the potential of Inclusionary Zoning	Support development of income-restricted housing that includes services with a goal of ending chronic homelessness.	■			
Work with partners to support development of additional permanent supportive housing	Requires developers of multifamily housing with 20 or more units to provide a certain percentage of low-income housing.			■	
Evaluate opportunities to improve energy efficiency and reduce GHG emissions during housing development	Housing that is developed with energy-efficient processes, uses energy-efficient materials, and operates in an energy efficient way over time can help the City meet its Climate and Energy Action Plan goals and can lower-long term energy costs.	■	■	□	
Funding Sources					
Establish a Construction Excise Tax	Construction Excise Tax (CET) is one of few options to generate additional locally-controlled funding for affordable housing.	■	■	■	■
Evaluate using Urban Renewal	Provides a flexible funding tool that can support many of the key strategies identified in the Housing Production Strategy.	□	□	■	■
Identify additional funds to support the Affordable Housing Trust Fund	Affordable housing trust funds are public sector tools used to provide direct financial resources to the development of affordable housing for low-income households.	■	■	■	■

ECONNorthwest

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Los Angeles



Portland



Seattle

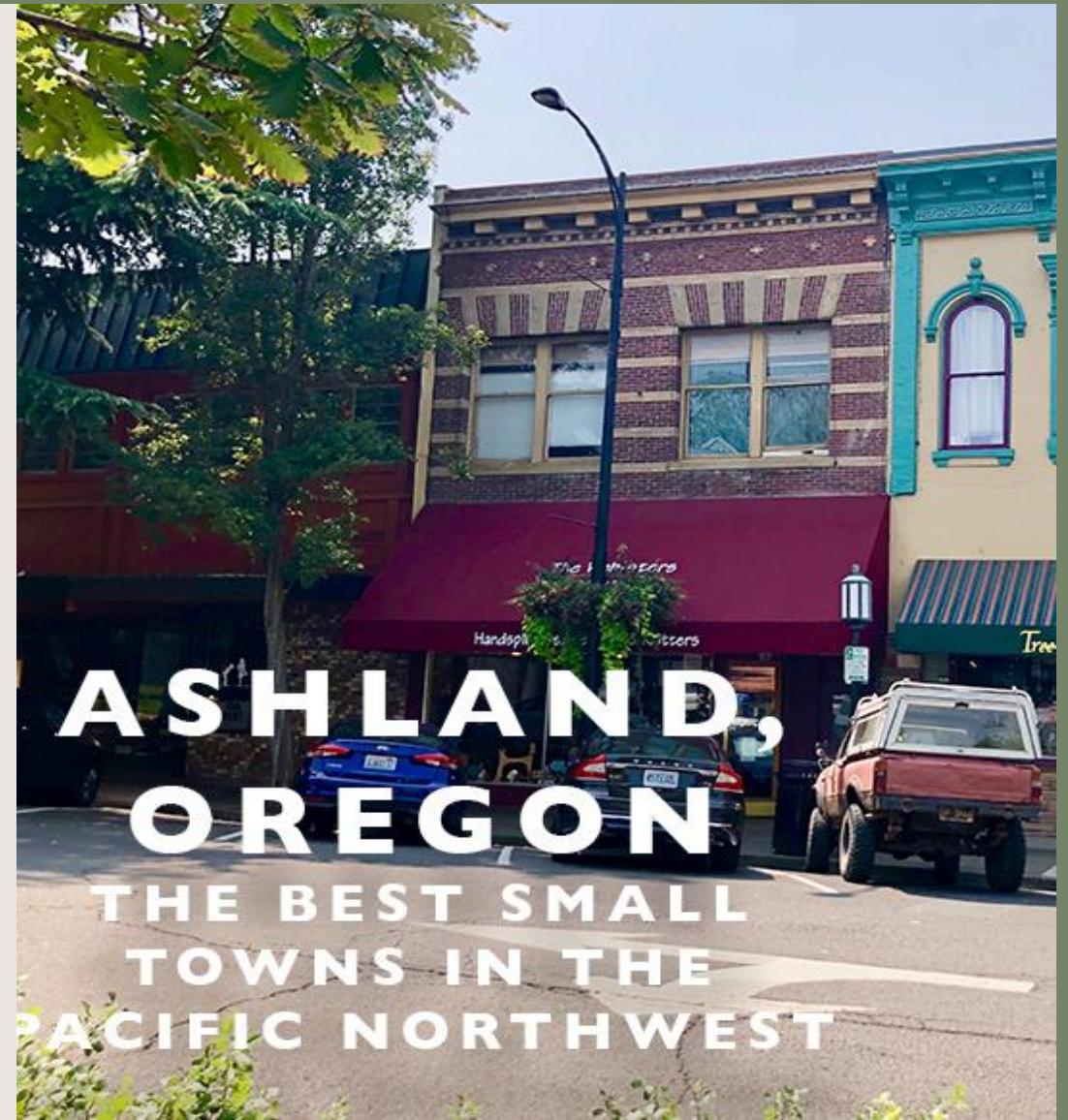


Boise

Livable Ashland

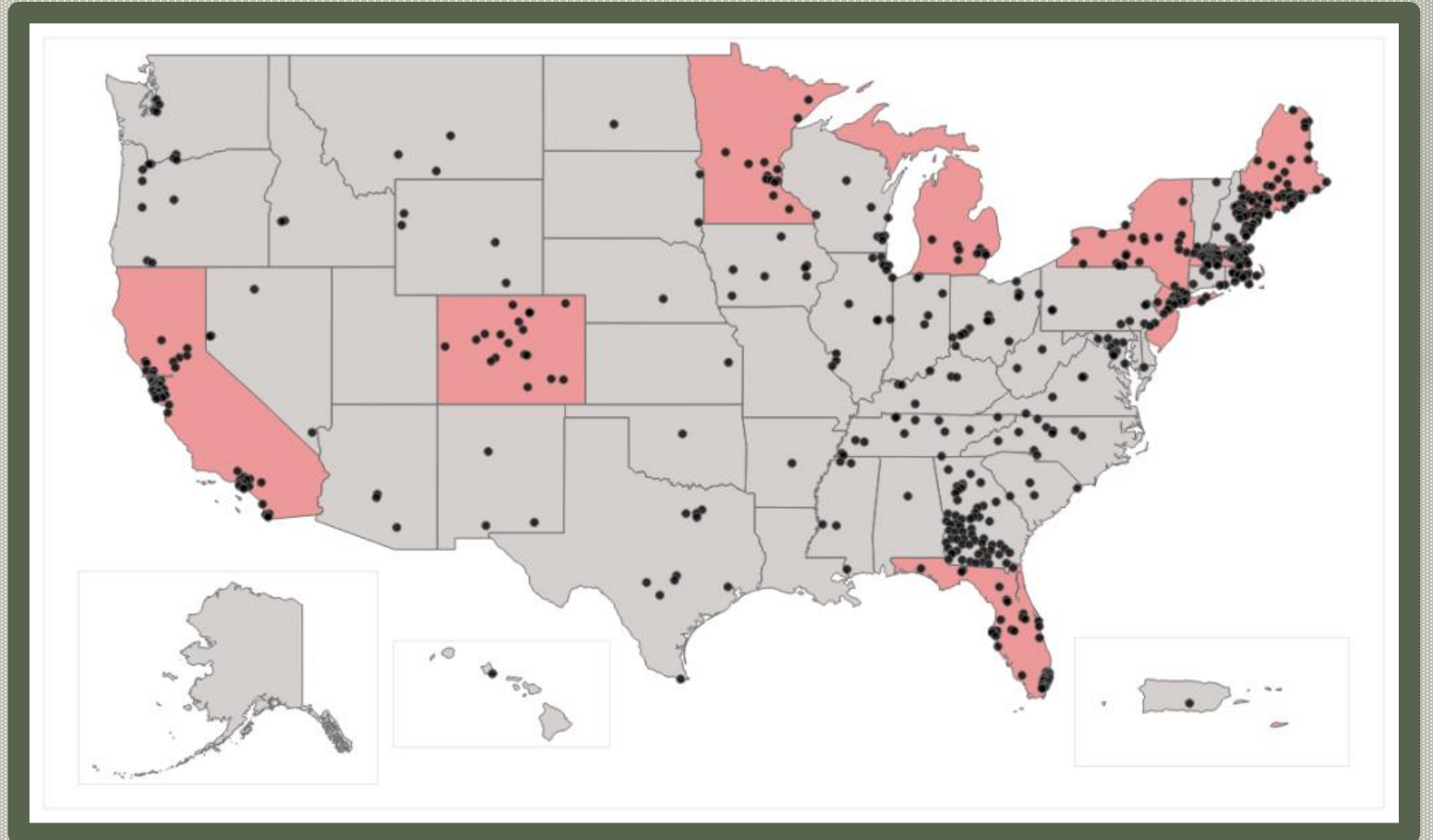
An *All-Age* Friendly Community

Update for Ashland City Council
August 15, 2022



Livable Ashland began with the WHO/AARP NAFSC

- Hood River: 2021
- Mosier: 2021
- Ashland: 2020
- Sisters: 2019
- Talent: 2019
- Newberg: 2017
- Salem: 2017
- Springfield: 2015
- Multnomah County: 2014
- Portland: 2012



Governor Brown endorsed
Oregon joining NAFSC

Nine states, one territory, 660 communities nationwide

Why Ashland's Elected Bodies Endorsed Joining NAFSC

- Aligns with City of Ashland goal of all-age friendly city
- Good for newborns to centenarians and in between
- Supports existing demographics of Ashland residents
- Favorably positions Ashland as U.S. 50+ population grows
- Taps the economic potential of the age 50+ demographic
- Increases attractiveness of Ashland to visitors
- Provides framework and focus for existing Ashland efforts
- Utilizes AARP resources for attaining the above benefits



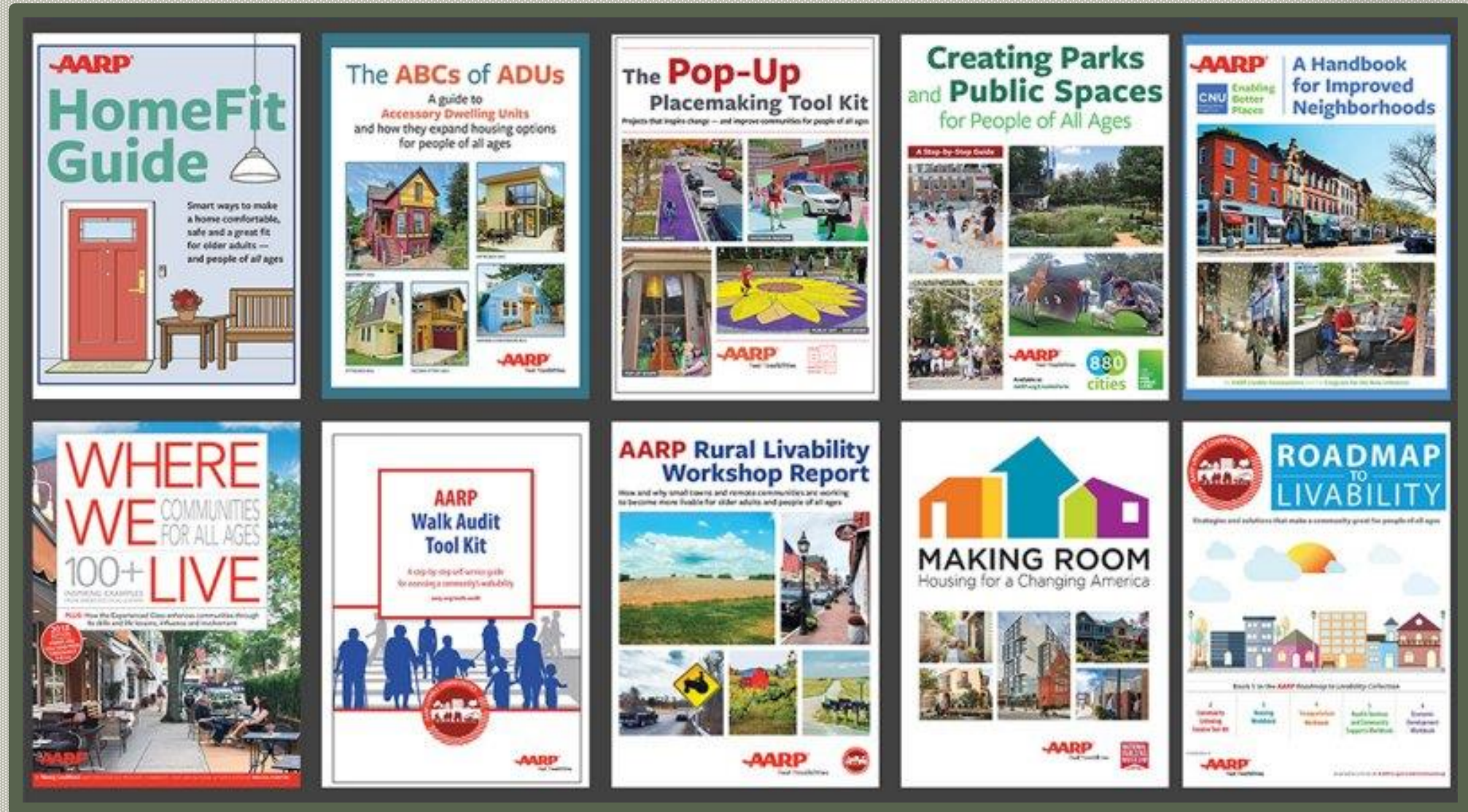
How Does Livable Ashland Benefit the City?

- Inspire civic pride by celebrating strengths and accomplishments
- Serve as an informal sounding board
- Foster collaborative problem solving
- Provide an avenue for citizen engagement beyond commissions
- Attract grants from AARP
- Obtain grants and donations from other sources (if structured as a nonprofit)
- Provide entre into regional and state NAFSC



Small projects can have “big” impact!

AARP Provides Clear Path to Livability...For Free



The Eight Domains of Livability Provide Focus

1. Outdoor Spaces
and Buildings

2. Transportation

3. Housing

4. Social
Participation

The **AARP** Network of Age-Friendly Communities

and work within

The 8 Domains of Livability

help communities become great for people of all ages

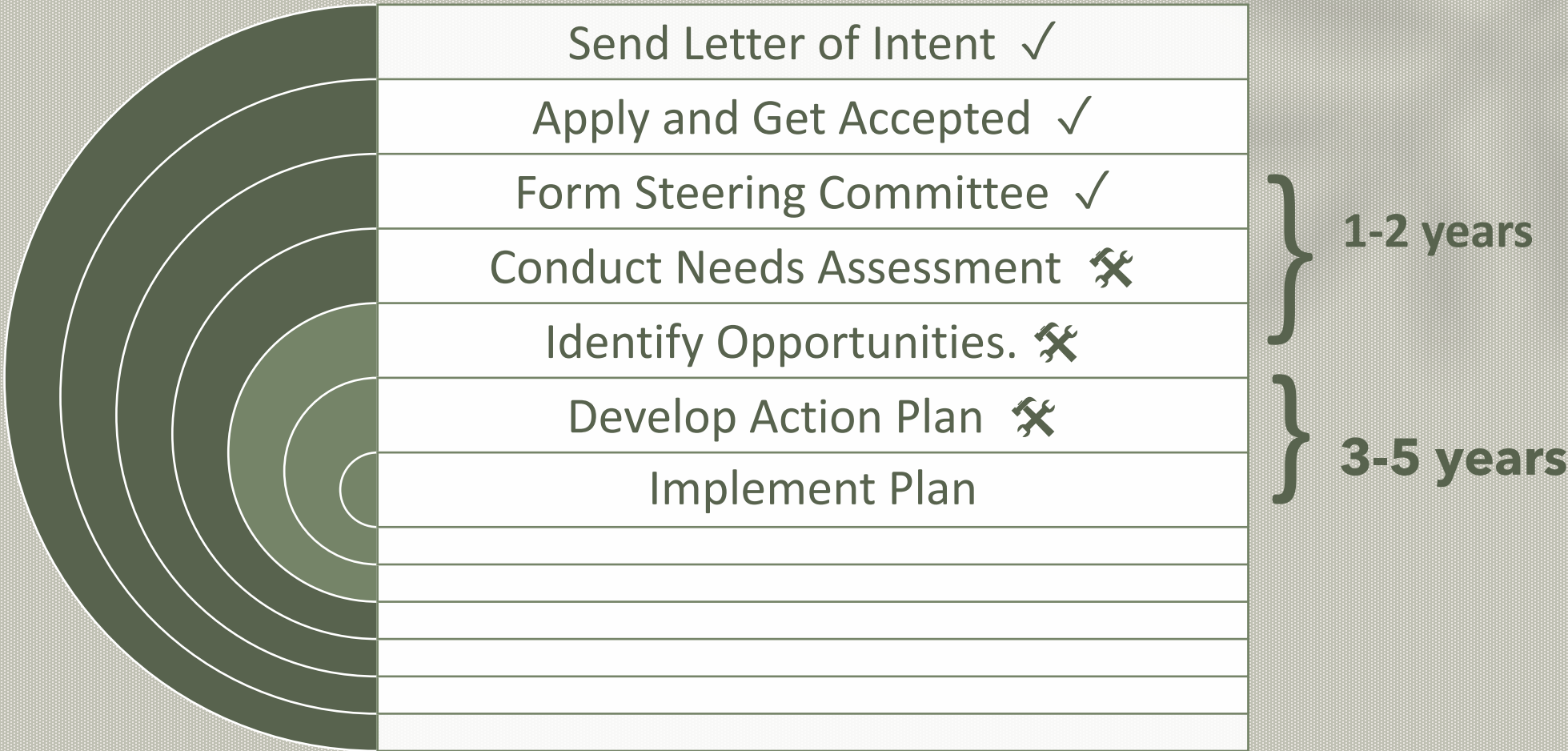
5. Respect and
Social Inclusion

6. Civic Participation
and Employment

7. Communication
and Information

8. Community
and Health Services

The Process: A Five-Year Cycle with Flexible Endpoints



The Livable Ashland Steering Committee



“Livable Ashland”

A purposeful rebranding

Initiatives identified, proposed and promoted by the Alliance should directly or indirectly benefit multiple age groups, several organizations working together within the Ashland community, address one or more of the key issues that have been identified in the Steering Committee’s Preliminary Needs Assessment and be defined in terms of the AARP Eight Domains of Livability

The Alliance

Steering Committee Roles

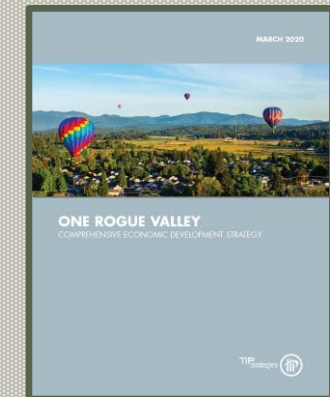
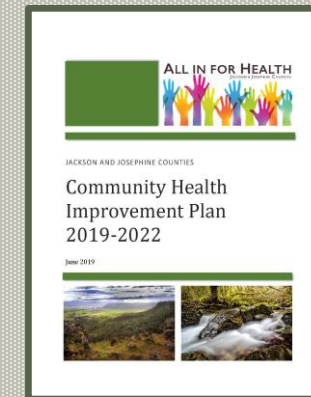
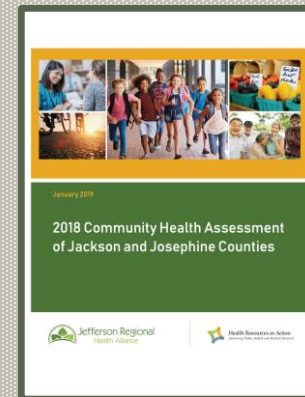
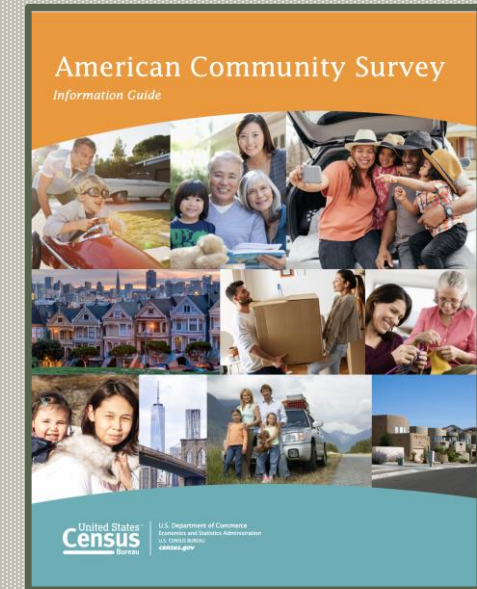
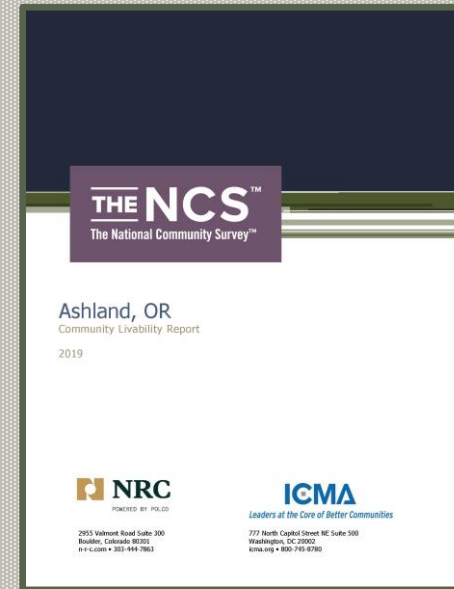
- Assess and identify livability issues
- Convene meetings of representative stakeholders
- Encourage collaborations
- Monitor collaborative initiatives
- Publicize successful collaborations
- Advocate for support of initiatives

Needs Assessment

Our approach

Initial focus: Existing data and reports

Ongoing: Stakeholder interviews and focus groups; additional reports and surveys



NCS Update Needed

- Need updated NCS Ashland Livability Report for longitudinal comparisons, plus focus groups, interviews
- Favorability ratings of Ashland livability likely lower now than 2019 ; hard to guess impact on specific populations
- Covid ushered in emphasis on value-based choices
 - Preference for work-from-home/stay-at-home
 - More than ever, livability drives choice of place
 - New appreciation for outdoor spaces to congregate
- Frayed social connections and existential threats fueling mistrust and anxiety and eroding civility
- Negative impacts on healthcare and educational systems
- Critical shortages of care providers at both ends of the age spectrum pose risks to personal finances and the economy



Examples of Initiatives Achieved

- Asante Ashland Community Hospital linking with Jackson County Library Services to teach people to use MyChart and telemedicine
- Ashland Senior Center linking the Jackson County Library Services to tutor seniors in internet access
- OLLI's Plan 4 Care series being sponsored by Asante and AARP and publicized by Ashland Senior Services Division and other community partners
- AARP underwriting of an outdoor activity space next to the Ashland Senior Center for expanded programming



Examples of Potential Initiatives

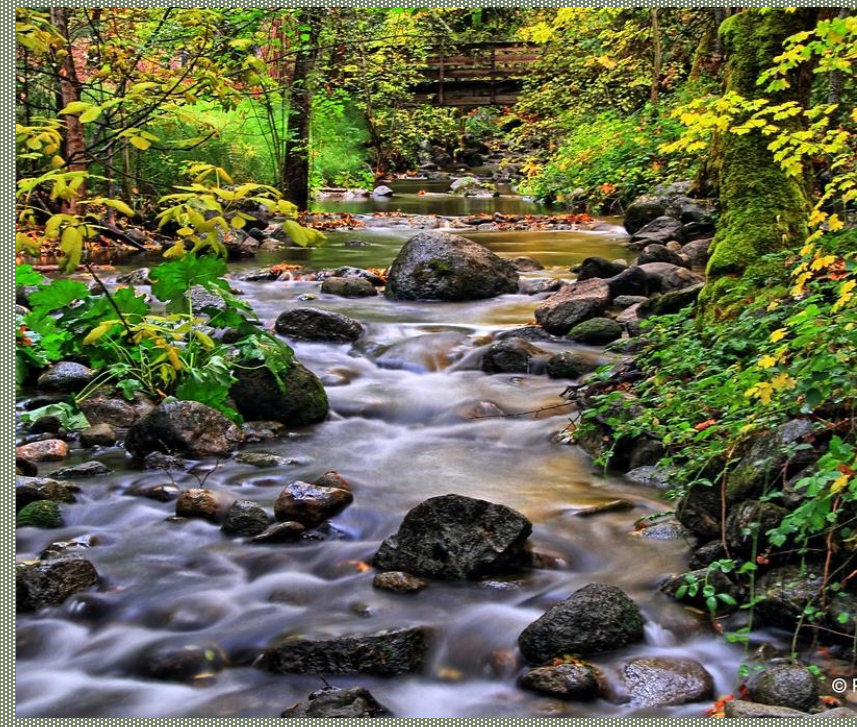
- Convening equity, inclusion and diversity leaders from various organizations to foster collaborations around shared goals
- Adding adult playground equipment and seating near children's playgrounds
- Encouraging expansion of AllCare Program for All-inclusive Care for the Elderly (PACE) to Ashland
-



Relationship of Livable Ashland & City of Ashland

- No staffing burden; stakeholders are not in a reporting relationship to the City
- Actions accomplished through existing organizations without requiring City expenditures
- Brainstorming not constrained as can occur with formalities of official commissions
- City is nevertheless a stakeholder and potential beneficiary
- City Council has had a representative on the Steering Committee





NEXT STEPS

- Fill gaps in the Preliminary Needs Assessment
- Identify missing livability initiatives in progress
- Publicize Livable Ashland to the general public
- Prioritize initiatives with most potential
- Formulate an Action Plan
- Consider non-profit status





Livable Ashland
Everyone benefits!

Ashland City Council Look Ahead

Note: This is a DRAFT schedule of future agenda items and is subject to frequent changes.

PRELIMINARY DATE	STUDY SESSION MEETINGS - TOPIC/AGENDA ITEMS		DEPARTMENT	LEAD STAFF
15-Aug	Economic Development & Business Roundtable Follow-up	Ashland Housing Production Strategy - Update from EcoNorthwest and City Staff Affordable Housing - Preserving Manufactured Home Properties/Locations AARP Livable Ashland Alliance - Steering Committee Report	Community Dev. " Ashland Livable City Alliance	Bill Molnar " Committee Co-Chairs
5-Sep	Meeting Cancelled	National Holiday Observed - Labor Day		
19-Sep	EcoNorthwest Economic Diversity Study Report (tentative scheduling) Community Budget Survey Report (tentative scheduling)		Admin. "	Joseph Lessard "
	Economic Development & Business Roundtable Follow-up	Community Development Questions & Updates (activity centers, development code & process navigation, business issues)	Community Development	Bill Molnar
3-Oct	City of Ashland Aspirational Goals Croman Mill Redevelopment Concept/Overview		Admin. Community Development	Joseph Lessard Bill Molnar
17-Oct	<u>City Facilities & Real Estate</u>	Hargadine Parking Structure RFP Severe Weather Emergency Shelter Next Steps Community Center & Pioneer Hall - Preliminary Schematic Design Imperatrice Property Lease - Regenerative Agriculture Practices Facilities Optimization Master Plan Natural Gas Equipment by 2030 in Existing City Facilities	Community Development " Public Works " " "	Bill Molnar " Scott Fleury " " "
31-Oct	Community Center & Pioneer Hall - Schematic Design and cost estimates Police and Fire Partnering/Regionalization		Public Works Admin. / Police / Fire	Scott Fleury Joseph Lessard / Chief O'Meara / Chief Sartain
14-Nov	Vehicle Replacement Fund Status		Finance	Sabrina Cotta
	Economic Development & Business Roundtable Follow-up	Ashland Housing Production Strategy - Update from EcoNorthwest and City Staff Affordable Housing - Preserving Manufactured Home Properties/Locations	Community Dev. "	Bill Molnar "
5-Dec	2021-2023 Biennium CIP Review Contracting Water/Wastewater System Management Staff Report		Public Works "	Scott Fleury "
19-Dec				
2-Jan	Meeting Cancelled	National Holiday Observed - New Year's Day		
16-Jan	2023-2025 Biennium CIP Preview		Public Works	Scott Fleury
PRELIMINARY DATE	REGULAR BUSINESS MEETINGS - AGENDA ITEMS		DEPARTMENT	LEAD STAFF
16-Aug	Boards & Commissions Update	Resolutions Establishing Advisory Committees Update other ordinances to recognize establishment of standing & ad hoc committees Standing Advisory Committee Appointments	City Manger's Office Interim City Attorney	Joseph Lessard Doug McGeary
	Chamber of Commerce Agreement for Travel Ashland Marketing Croman Mill Site Remediation Update Resolution Establishing a Policy for Commemorative & Ceremonial Flags at City Facilities First Reading - Telecommunications Ordinance Updates for Small Wireless Facilities (5G)		City Manger's Office Community Development City Attorney "	Joseph Lessard Bill Molnar Interim City Attorney "
	Personnel Issues	Executive Session - Labor Negotiation Status City Manager Compenstation Review Personnel Policies - Management, Confidential & Unrepresented Employee Updates PERS Pick-Up Evaluation Labor Agreement Approvals (tentative scheduling)	Human Resources " " " "	Sabrina Cotta " " " "
6-Sep	<u>Infrastructure Master Plans Updates</u>	Talent-Ashland-Phoenix (TAP) Water Intertie Wastewater Collection System Master Plan Storm Drain Master Plan Facilities Optimization Master Plan	Public Works " " "	Scott Fleury " " "
	Rogue Valley Energy Score Program Resolution FY2022-23 Supplemental Budget Financial Policies Update Second Reading - Telecommunications Ordinance Updates for Small Wireless Facilities (5G) Resolution Setting Telecommunications Installation Standards for Small Wireless Facilities		Electric Utility Finance " Interim City Attorney "	Thomas McBartlett Sabrina Cotta " Doug McGeary "
	Personnel Issues	Executive Session - Labor Negotiation Status Labor Agreement Approvals (tentative scheduling)	Admin. / Human Resources "	Joseph Lessard / Sabrina Cotta "
20-Sep	<u>Review/Revisit</u>	MOU between Ashland City Council & Ashland Park Commission dated Aug. 19, 2014 AMC 2.16 Recreation Commission Duties and Powers AM 2.28.040 - City Manager Administrative Responsibilities	Admin. / Acting City Attorney " "	Joseph Lessard / Doug McGeary " "



Ashland City Council Look Ahead

Note: This is a DRAFT schedule of future agenda items and is subject to frequent changes.

4-Oct	Ad Hoc Building Code Review Committee	City Recorder	Melissa Huhtala
18-Oct	Social Equity and Racial Justice Advisory Committee Report Resolution on City of Ashland Aspirational Goals Ashland Fiber Network - Business and Technology Planning RFQ/RFP Public Hearing and First Reading Housing in Employment Zones Annual Report	City Recorder Admin. Technology & Innovation Community Development	Melissa Huhtala Joseph Lessard Jason Wegner Bill Molnar
1-Nov	Quarterly Financial Report & Budget Amendments	Finance	Sabrina Cotta
15-Nov	First Reading - Ordinance on Allowances for Food Trucks and Food Carts Public Hearing and Second Reading Housing in Employment Zones Annual Report	Community Development Community Development	Bill Molnar Bill Molnar
22-Nov	Citizens' Budget Committee Appointments Second Reading - Ordinance on Allowances for Food Trucks and Food Carts	City Recorder Community Development	Melissa Huhtala Bill Molnar
6-Dec	First Reading - Private Property Telecommunications Ordinance Updates (5G)	Community Development	Bill Molnar
20-Dec	Second Reading - Private Property Telecommunications Ordinance Updates (5G)	Community Development	Bill Molnar
3-Jan			
17-Jan			

NOT YET SCHEDULED	NOTES		
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Ordinance on Weeds and Noxious Vegetation
Cost Analysis of Climate & Energy Action Plan (CEAP)
Refinancing PERS & Capital Debt

COMMISSION PRESENTATIONS		DATES		
	Transportation Commission	First Meeting in February		
	Tree Commission	Second Meeting in March		
	Historic Commission	Second Meeting in April		
	Band Board	First Meeting in June		
	Social Equity and Racial Justice Commission	Second Meeting in June		
	Wildfire Safety Commission	Second Meeting in July		
	Forest Lands Commission	First Meeting in August		
	Conservation Commission	Second Meeting in August		
	Climate Policy Commission	First Meeting in September		
	Airport Commission	Second Meeting in September		
	Public Arts Commission	First Meeting in October		
	Housing & Human Services Commission	Second Meeting in November		
	Planning Commission	First Meeting in December		
REOCCURRING EVENTS		DATES	Notes	
	Council Liaison Appointments	January		
	State of the City	Second Meeting in January		
	Quarterly Financial Report & Budget Amendment	First Meeting in February		
	Recology Rate Review	First Meeting in March (needs to be approved by April 1)		
	Proclamation for Arbor Week (Tree Commission)	Second Meeting in March		
	Quarterly Financial Report & Budget Amendment	First Meeting in April		
	Commission Reappointments	Second Meeting in April		
	Proclamation for National Historic Preservation Month (Historic Commission)	First Meeting in May (or last meeting in April)		
	Miscellaneous Fees	May		
	Quarterly Financial Report & Budget Amendment	Second Meeting in June		
	Citizens' Budget Committee Reappointments	Second Meeting in June		
	Year-End Budget Briefing	August or September		
	Annual Coordinated Water Rights Mgt. & Water Sharing Plan Report	Before Oct. 1 annually		
	Proclamation for Indigenous Peoples' Day (Council)	First Meeting in October		
	Quarterly Financial Report & Budget Amendment	First Meeting in November		

