



General Meeting Agenda

ASHLAND GENERAL
REGULAR MEETING AGENDA
Wednesday, August 7, 2024

I. CALL TO ORDER

1. 1. Welcome
2. Agenda Review

II. Public Forum

III. Business

1. Follow -up Items & Announcements
 - a. Needs related to community emergencies
 - b. South Ashland policing discussion
2. Minutes of July 17, 2024
3. Homeless Services Discussion
4. Prioritization of Possibilities
5. Review of Next Steps

IV. ADJOURNMENT



2200 Ashland St. Ad Hoc Committee Meeting

Wednesday, August 7, 2024

3:00-5:00 p.m.

2200 Ashland Street

AGENDA

I. CALL TO ORDER

1. Welcome
2. Agenda Review

II. PUBLIC FORUM – Up to 5 minutes for public comments

III. BUSINESS

1. Follow-up Items & Announcements

- a. Needs Related to Community Emergencies
- b. South Ashland Policing Discussion

2. Minutes of July 17, 2024

3. Homeless Services Discussion

- a. Homeless Services Masterplan – Services Inventory of 49 programs (30 organizations)
See pages 100-105 in the Appendices of the [Report](#)
- b. OHRA Services – Cass Sinclair, OHRA Executive Director [OHRA Helps | Moving People from Crisis to Stability](#)

4. Prioritization of Possibilities

5. Review Next Steps

August 21 Finalize ideas to move forward, preview community survey and 9/4 public engagement opportunity

August 25 *Launch online survey*

Sept. 4 Public engagement opportunity at property

IV. ADJOURNMENT

Committee Meeting Schedule – 3:00-5:00 p.m. – 2200 Ashland St.

August 7 and 21

September 4* and 18

October 2, 16*, and 30

November 19 – Recommendation to City Council

*Public Event



2200 Ashland St. Master Plan Ad Hoc Committee Charter

Mission

Create a long-term master plan for the building and surrounding property at 2200 Ashland Street that aligns with contractual obligations, furthers the community's goals regarding homeless services and affordable housing, and enhances the experience of the surrounding neighborhood.

Goal

Identify the best use(s) of this City-owned property to further the goals identified by the community and state funding partners.

City of Ashland Value Statements Supported by this Ad Hoc Committee

- Regional cooperation, including in support for public safety and homelessness
- Community affordability, including in available housing and childcare
- Belonging through mutual respect and openness, inclusion, and equity
- Quality of life that underpins the City's economic vibrancy
- Environmental resilience, including addressing climate change and ecosystem conservation

Committee Charge

Discovery Phase: Develop a shared understanding of:

- current needs regarding homeless services, transitional housing, and affordable housing related to regional efforts;
- current economic challenges related to workforce housing;
- existing conditions and challenges in the surrounding neighborhood;
- contractual obligations that must be met on the property;
- development limitations due to zoning or other land use regulations; and
- the City Council's commitment to climate change mitigation.

Options Development Phase: Investigate traditional and innovative solutions to the challenges identified in the Discovery Phase.

- Identify viable use options for the property and configurations of those options
- Host two community engagement events - the first focused on possibilities for the site and the second focused on feedback regarding the initial draft master plan and host two online surveys through the City's website in conjunction with these events
- Develop a draft master plan

Final Recommendation Phase: Finalize the draft master plan and present to Council for approval

- Share draft master plan with the community and integrate feedback into final draft
- Present final master plan recommendations to City Council for consideration and possible approval

Scope of Authority

The 2200 Ashland Street Master Plan Ad Hoc Committee will develop a proposed Master Plan for the facility and site and deliver it to the Ashland City Council. It will follow all standard public meetings and ethics regulations.

Membership

This ad hoc committee will be comprised of representatives from the following:

- Surrounding Neighborhood
 - Representatives from the surrounding neighborhood will bring the perspective of the site's neighbors related to both residential and commercial interests. Neighborhood representatives will have voting privileges.
- Unhoused Community
 - Representatives who have experienced homelessness will provide first-hand knowledge of the lived experience of Ashland's unhoused residents and the effectiveness of a variety of possible options for the site. Unhoused community representatives will have voting privileges.
- Service Providers
 - Representatives of local social service provider organizations will bring programmatic expertise to the planning process as well as a clear understanding of regional initiatives and how this property might address specific needs. Service provider representatives will have voting privileges.
- City of Ashland
 - The mayor and a councilor will facilitate the Ad Hoc Committee process with assistance from staff. Representatives from the City will include subject matter experts on homeless services, affordable housing, and building and fire code regulations, as well as two councilors. City members will be non-voting.

Timeline

This ad hoc committee has six months from the date of its first meeting to develop its master plan recommendation to Council, but earlier completion of the task is encouraged. It is expected that the committee members will be confirmed by Council by the April 16, 2024 business meeting.

Goals for the 2200 Ashland St. Property

- Provide immediate safety during severe weather for Ashland residents who are experiencing homelessness
- Support economic development and public art efforts that build, energize, and beautify south Ashland, which welcomes visitors as a gateway to the city
- Provide a pathway to long-term housing for Ashland residents who are experiencing homelessness, possibly including immediate shelter
- Support wider community goals, such as emergency management, social equity and racial justice, and climate action

Site Map



		Interior Dimensions
Land SqFt	Land Acres	Total Finished Areas
52,272 sq. ft.	1.20 acres	 5,333 sq. ft.

Committee Timeline

June 5 – Introductions, scope of committee, level setting in terms of zoning and building code limitations of current commercial building and property, brainstorm potential uses of the site within the boundaries of the committee charter

June 19 - Neighborhood issues/concerns. Discussion of current neighborhood issues for both residents and local businesses, community-wide needs regarding emergency management, resilience, economic development, and climate change – identification of wider community possibilities

July 3 – Discussion of community possibilities, identification of ideas to move forward

July 17 – Information from Homeless Services Master Plan Subcommittee Report identifying programmatic needs for Ashland’s unhoused community – identification of homeless program possibilities for future study

August 7 – Discussion of homeless services, identification of ideas to move forward

August 21 – Discussion of homeless service and community possibilities, **finalize ideas** to move forward, preview community survey and public engagement opportunity 9/4

8/25 – Launch online survey

September 4 – **Public engagement opportunity at property**

September 18 – Integrate public engagement feedback
How to weigh/consider/incorporate public input

October 2 – Integrate public engagement feedback – finalize draft master plan elements

October 16 – **Public engagement opportunity at property**

October 30 – (5th Wednesday of the month) Finalize master plan elements (added)

November 19 – **Presentation of master plan elements to City Council**

2200 Ashland St. Ad Hoc Committee Meeting July 17, 2024 Minutes

	Name	Role	Attended 7/17/24
1	Matthew McMillan	Member	X
2	Ruth Coulthard	Member	X
3	Bob Kaplan	Non-voting Member	X
4	Allison Wildman	Member	X
5	Jason Houck	Member	X
6	Rachel Jones	Member	X
7	Tonya Graham	Non-voting Member	X
8	Debbie Neisewander	Member	X
9	Wendy Tanner	Member	
10	Avram Sacks	Member	X
11	Gina DuQuenne	Non-voting Member	X
12	Trina Sanford	Member	X
	Jan Calvin	Facilitator	X

Membership Update

Mayor Tonya Graham noted that she had not been able to speak to Maverick McCoy since the last meeting, but interpreted her absence from that meeting and today's meeting as an indication that she has decided her energies are best invested elsewhere. **NOTE:** There are now 9 voting members, so ***no more than 4 can communicate outside the meeting.***

Agenda Review

The agenda was reviewed, noting that there would be an in-depth review of the minutes, information from the preliminary Homeless Services Masterplan, and discussion about possible uses of the property.

Announcements

Avram reported that the cooling center had been open for the past 14 days with 15-25 people daily.

Trina shared an audio recording from the security camera at her business which depicted an individual repeatedly and loudly cursing and throwing rocks at the building. The video showed the person shouting while facing the OHRA center, in a manner that led her to believe he was angry about something that had happened there. The police responded and viewed the video, but since there was no visible damage to the building, there was little they could do. Rachel stated that the audio was similar to what she often hears on the walking path when in her backyard.

The group discussed the need for police to be able to partner with or have access to social services, including mental health resources to assist people in such situations. Debbie stated that she has been in contact with the (Jackson County) Mobile Crisis Team to request that they spend time in Ashland and/or devise a way to be "on-call" to serve the area. She offered her phone number to Trina, noting that she might have been able to calm the individual and provide some assistance. The group affirmed the need for street outreach services, expressing concern that the only daily outreach services in Ashland are provided by volunteers (primarily Debbie).

It was also noted that there is a countywide behavioral health services planning effort underway.

Minutes of July 3, 2024

Reviewed and approved.

The group reviewed the minutes in pairs, discussing the range of issues identified at the last meeting (attached). Jan invited people to rotate around the table and converse with a different person every 10 minutes.

Information from Preliminary Homeless Services Masterplan

Jan reviewed a synopsis of “take-away” information from the preliminary Homeless Services Masterplan (attached).

Beginning to Identify the “Top Ideas” for 2200 Ashland Street

People met in pairs to identify at least one idea they could agree on, noting how it fit with the goals for the property, and identifying any concerns. People rotated around the table to have discussions with three different people, after which the ideas were reported out:

Possibilities for 2200	Concerns / Issues to be Addressed
Urban Rest Stop with laundry, showers, and electronics charging stations	Management
Restrooms	Security Vandalism
Pallet houses for seniors; bridge housing until more permanent home	Management Doesn't maximize footprint
Storage (with deposit and guidelines)	Needed elsewhere, too
Inclement Weather/Smoke Shelter	Access to restrooms, not porta potties
Transitional shelter/housing for single women with children	Management
Housing units with 1 st floor for laundry (for residents and others); best placed on north side of the property	Management
Housing for seniors, with staff who have expertise serving that population	Type of housing?
Classes to support self-sufficiency (financial, ready to rent, employment)	
Resource Center with navigation services for lots of things (not necessarily “homeless services”)	Management Duplication
Multi-floor studios/efficiencies – possible for different populations (low vulnerability, transitional, with supportive services)	Timeline Impact on neighbors Staffing
OTHER: • Garden • Pet Care • Office Space	

Next Steps

The August 7 meeting will include a discussion of homeless services with Cass Sinclair, executive director of OHRA and a review of City code information, after which the committee will begin refining the ideas to present for public input.

PUBLIC FORUM – no comments

Meeting Adjourned at 5:15 p.m.

Ideas and Questions from July 3 meeting

Property / Site • Pallet houses • Emergency shelter • Laundry • Pet care • Job training • Community garden • Meals • Community art • Use of property - day vs night • Pallet = single vs family • What funding to develop the site? • Property maintenance – City vs partner • What is the City's responsibility for the property? (weeds, maintenance) • How big is a rentable commercial kitchen? Can it be added to the property or does it need to be in the existing building? • Needs to create credibility and establish relevance to this community • Attractive land use; responsible tenants	Needs for Services • Day center • Laundry • Clothing closet • Storage • Food pantry / microwave • Family / elderly / women with children • Where are the gaps? Who isn't served (i.e.: families w/children, elderly, disabled) • What is OHRA offering? Let's not duplicate. • Rehab / chemical dependency • Counseling (mental health, addiction, job skills, coping) • Food – how to engage restaurants, grocery stores – center for excess food • Legal assistance • Targeted services-elders, homeless seniors • Food insecurity, housing for elders • Halfway between OHRA and independent in community • Emergency services (in earthquake, fire)
Neighborhood / Surrounding Area • Community dumpster • Porta Potties • If Pallet houses, no porta potties • Improve crosswalk (OHRA/shopping) • Safety • Outreach • No temporary situations • What do local businesses need in terms of workforce? Restaurants? Retail? • How do we protect? Responsible, legally? • Empower an action team to fix problems • Economic growth • Desirable • Clean up! Beautify!	Givens / Constraints • Municipal Court (Zoom only) • Warrants!? • Community service opportunities • What is heat shelter population count? • Can we rent out Pallet houses? • We cannot solve all problems; focus on what we can
Possible Partners • SOHFA • Liaison w/police dept for neighborhood • Who manages, and how dependent are we on them (accountability) • On-site manager / host • Chamber – call to rent a commercial kitchen? • Non-profits (e.g., Dunn House) • Churches • The homeless community • Lease out property(?) • AA/NA • Mental/Behavioral Health Services	Other • Community meal • How to give homeless value? Buy-in, how? • Responsibilities. What can the homeless be required to do to help themselves? • Look to other areas that have succeeded (Houston) • Management? • City's commitment? • How are we funding management? • Carefully chosen individuals who require limited time to motivate change • Flip the point system used by OHRA

The following are excerpts from:

<https://ashlandor.portal.civicclerk.com/event/499/files/attachment/246>



Homeless Services Masterplan

Outlining the City's role in providing and supporting resources and services that address the issues of homelessness in the Ashland community.

2024

Created by the Homeless Services Masterplan Subcommittee, July 2, 2024
Reviewed by the Housing & Human Services Advisory Committee, July 18, 2024
Presented to City Council, August 5, 2024

Actions Summary

The issues of homelessness are complex. As such, there are no simple answers. This report is offered as a means to better understand the issues, current realities, and possible opportunities.

Selecting the best action depends on the objective. Any one of the following options would produce benefits; some may produce unintended consequences. The Subcommittee recognizes that careful consideration and clear objectives are necessary in selecting a course of action.

Each heading might be considered an objective. **The opportunities listed below each heading were identified through rigorous review of local data and community feedback.**

Triage and Manage Homelessness

- Provide multiple locations for electronics charging and Wi-Fi access.
- Increase the number of public restrooms and access to drinking water.
- Respond to community livability concerns, particularly in south Ashland; clean up unsightly areas, provide more trash receptacles and weed abatement.
- Strengthen partnerships between law enforcement, social service agencies, and volunteers to connect people with help and support.
- Expand access to showers and laundry facilities.
- Develop a daytime lockable storage program where unhoused people can store their belongings while navigating other resources, employment, etc.
- Create a day center/respice from outdoors, with access to water, bathrooms, and resources.
- Establish a winter shelter for seniors and other vulnerable populations that is open 24/7 from mid-November through mid-April; explore healthcare partnerships to address chronic, acute, and emergent needs.

Support Pathways from Homelessness to Housing

- Develop priorities for funding effective housing-focused homeless services; monitor housing placements and retention outcomes.
- Expand street outreach services; ensure seamless connections to resources.
- Provide educational/skill-building programs and meaningful employment opportunities.
- Establish a housing-focused transitional shelter with case management and access to health services, employment resources, ready-to-rent courses, and other assistance.
- Expand local access to countywide Rapid Rehousing programs.

Create Long-term Change

- Approach issues of homelessness from a public health, mental health, and social service perspective. Advocate for quality, effective, and evaluated services.
- Improve neighborhood livability through infrastructure development and community-building strategies (both structural and social avenues).
- Participate in the development of a countywide strategic plan to address / end homelessness. Ensure research-based strategies and promising practices.
- Develop a strategic plan to address / end homelessness in Ashland; identify community goals and metrics for success.
- Implement the Ashland Housing Production Strategy.

Maximize Resources

- Develop federal and state Legislative Agendas related to issues of homelessness, ranging from eviction prevention to homeless response to affordable housing and development.
- Educate and advocate for federal and state funding to address homelessness in Ashland and the greater region/county.
- Increase financial resources through grant writing
- Provide grant-writing assistance to homeless service providers.
- Monitor the capacity and use of homeless service programs in an effort to maximize use.

Foster Public Engagement

- Strengthen methods for community engagement and information sharing about issues of homelessness in Ashland.
- Promote volunteer opportunities available with homeless services programs.
- Establish a “community donations portal” for donor-directed contributions to a wide range of homeless services.
- Host focus groups to gather feedback, explore new ideas, and identify hidden resources.

Form Strategic Alliances

- Strengthen City of Ashland participation in the Jackson County Continuum of Care.
- Leverage existing relationships (intergovernmental, economic, social, etc.) to increase communication, coordination, and collaboration around issues of homelessness.
- Facilitate coordination of current health service providers (e.g. Max’s Mission, ACCESS, JCMH, La Clinica, HIV Alliance, Pathfinders/other peer support); host mini summits.
- Convene an interdepartmental team to keep pace with and address issues of homelessness in Ashland.

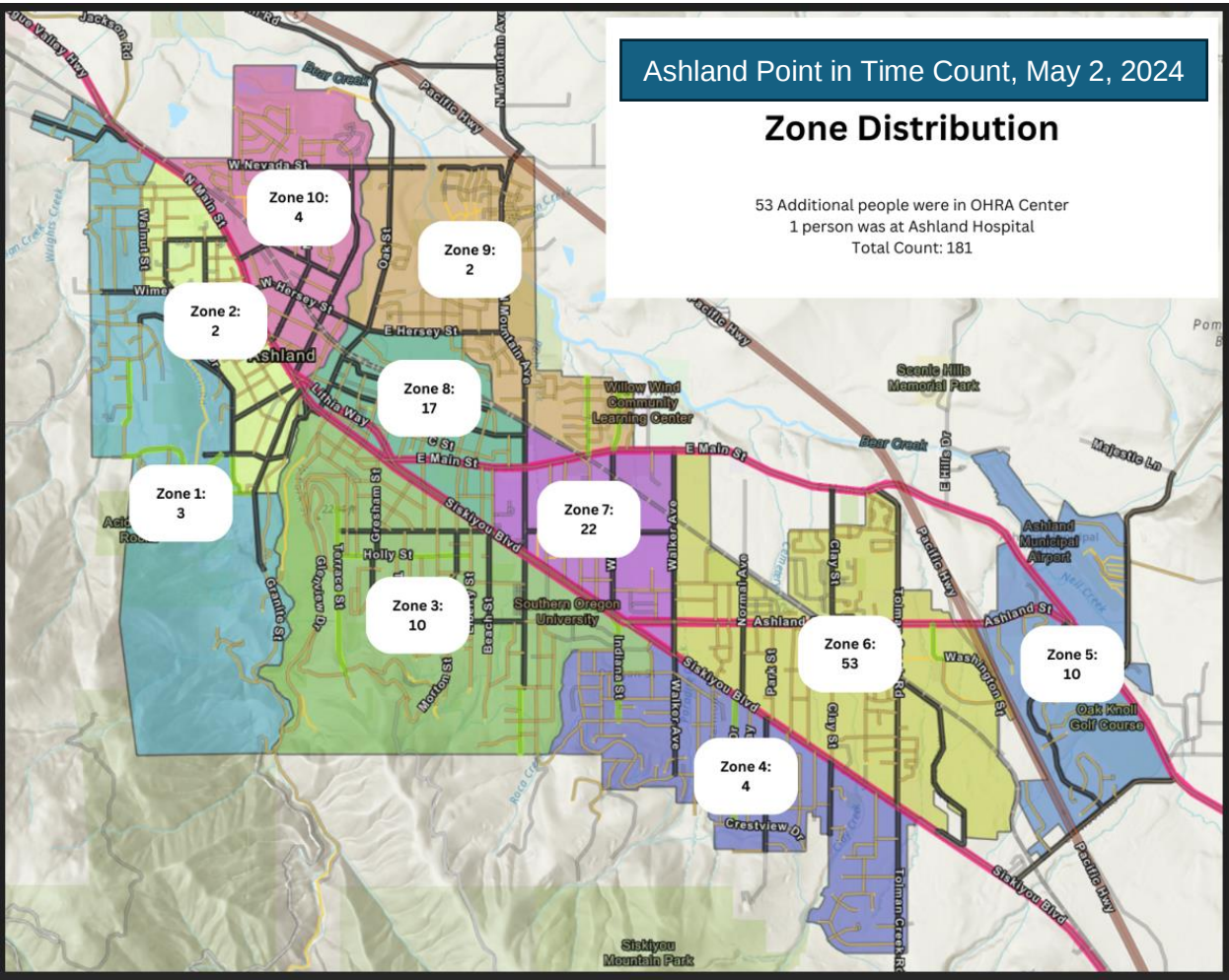
Continue to Learn & Educate

- Keep pace with federal and state priorities.
 - Subscribe to news from the U.S. Interagency Council on Homelessness, National Alliance to End Homelessness, HUD Exchange, and Oregon Housing and Community Services (OHCS)
 - Monitor the work of the Oregon Interagency Council on Homelessness, the Senate Interim Committee on Housing and Development, the House Interim Committee on Housing and Homelessness, and the OHCS Housing Stability Council
- Convene, sponsor, and otherwise expand access to professional development courses for frontline staff, such as Motivational Interviewing techniques, trauma informed practices, equity, and cultural responsiveness.
- Provide and collect relevant data, analyze trends, and monitor the performance of the homeless services system, as well as individual programs.
- Continuously learn about what works and what doesn’t - and seek to understand why.

One-Day Count on May 2, 2024

Subcommittee members worked with OHSU School of Nursing students from Southern Oregon University to conduct a point-in-time count of people experiencing homelessness on May 2, 2024.

The volunteers divided their assignment into 10 zones and identified 181 people in one day.

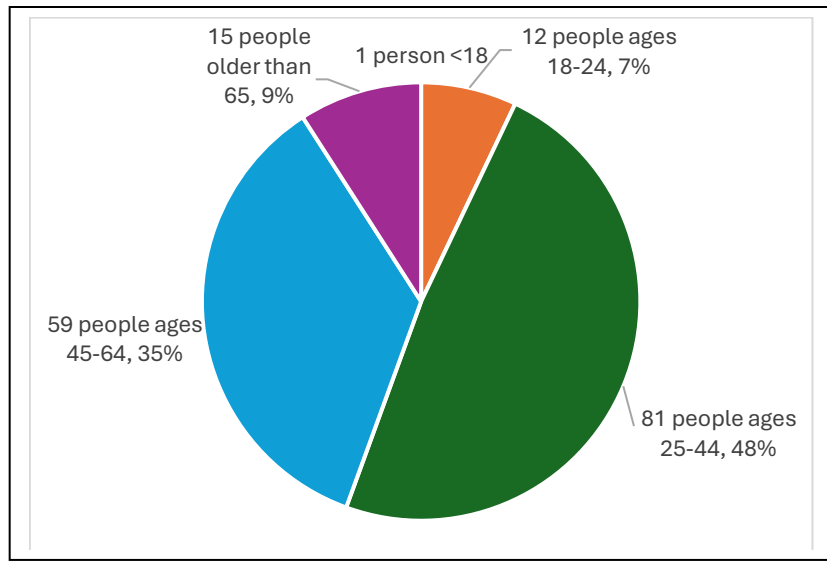


Note: 106 people were identified in Zone 6; half were residents of the OHRA Shelter.

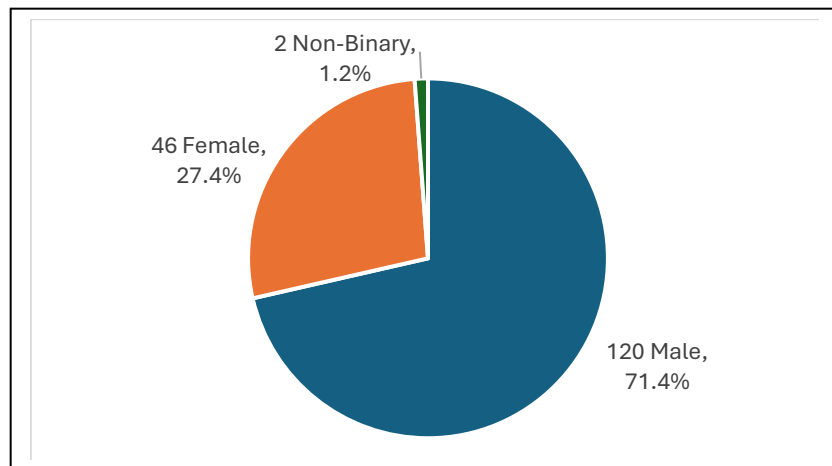
Shelter Status	People	Percent
Sheltered	54	29.8%
Unsheltered	127	70.2%
Total	181	100.0%

181 people were counted as experiencing homelessness in one day. One person was staying at the hospital, 53 were sheltered at OHRA, and 127 were unsheltered.

Age - The vast majority of people (83.3%) were between the ages of 25 and 64 years old. 7.7% were younger, and 8.9% were older.



Gender - The majority of people (71.4%) identified as male, 27.4% as female, and 1.2% as non-binary. *This gender distribution differs from that of the 2023 Jackson County PIT Count with 64.4% male, 34.7% female, and <1% non-binary.*



Note: Age and gender tally equals 168, as information about 13 people is unknown.

Page 52:

What the Data Says

A higher percentage of eviction cases in Jackson County result in eviction compared to cases statewide.

Females represent a growing percentage of the people experiencing homelessness.

Homelessness is growing at a faster rate in Jackson County than in Oregon overall.

Ashland has a higher percentage of students experiencing homelessness than that in Oregon and a higher percentage of homeless students living on their own than that in Jackson County or Oregon.

Page 55 (Survey of Businesses):

What recommendations do you have for improvements?

Suggested actions to address identified issues focused on beautification, sanitation, law enforcement, and providing additional services for people experiencing homelessness.

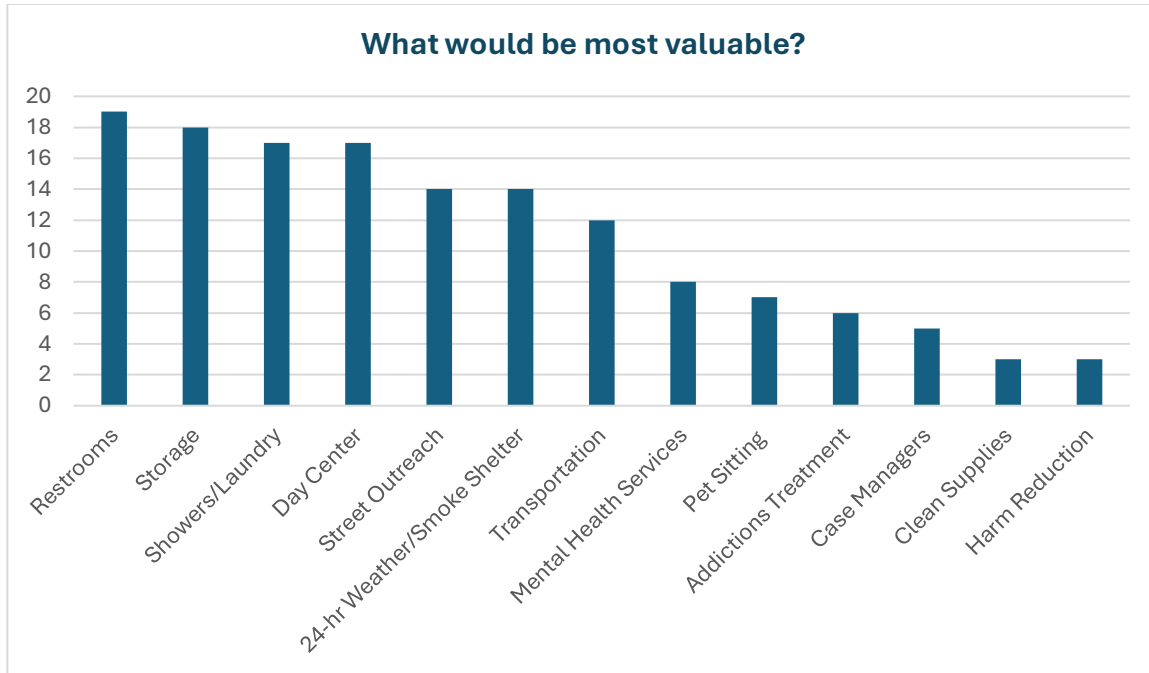


- Weed abatement
- More mental health services
- More shelter
- Increased police patrols and fines
- Fund services w/food & beverage tax
- Public restrooms & shower access
- More drug treatment services
- Affordable housing
- Job training & employment opportunities

Page 58 (Survey of People Experiencing Homelessness):

Other than housing, what would be most valuable?

More public restrooms topped the list of what would be most valuable to people experiencing homelessness, followed closely by storage for belongings, more shower and laundry facilities, and a drop-in day shelter or community room.



Page 60 (Survey of Frontline Staff):

What action could the City of Ashland take that would be more helpful to your work?

- Provide a year-round safe place for shelter and navigation.
- Provide space for an urban rest stop / day center where homeless people can gather and meet with social service agency members, wash clothes, shower, and eat.
- Extend the ALIEAP utility assistance program to operate year around for low-income persons and families of any age and condition (not just seniors or the disabled).
- Exempt low-income families from the approximately \$100 in fees that appear on each utility bill before a tap is turned on or a light switch is flipped.
- Make zoning changes to facilitate innovation around service provision.
- Provide consistent places and rules for unhoused individuals to perform daily tasks of living (eating, sleeping, using restrooms).
- Sheltering options with targeted case management and access to a continuum of housing services and treatment.

Page 64 (Survey of the General Community):

Additional comments were added by 170 respondents. The Subcommittee analyzed these comments and found the following themes:

- A call for enhanced policing and criminal penalties for drug use, vandalism, disorderly conduct.
 - The need for more diverse shelter and housing options, including shelters for families with children, a walk-in day shelter, safe parking sites, supported housing.
 - The need for expanded access to showers, daily meal sites, places to store possessions, public restrooms.
 - The need for childcare for working parents, mental health crisis support, and access to treatment programs.
-