

To: Climate Policy Commission

From: CPC Chair

Date: November 30, 2020

Re: Housing Needs Capacity Analysis

As detailed below an opportunity arose to appoint a CPC commissioner to an advisory body with a time constraint that made delay to the next CPC meeting not optimal. The chair enquired whether either Commissioners Shaff or Brown would be interested in the appointment. Commissioner Brown volunteered.

Brandon Goldman 11/24/20 email to CPC Chair

I hope you are well and are staying safe during these challenging times. As the Chair of the Ashland Climate Policy Commission I wanted to reach out to you directly about an upcoming housing capacity analysis the City of Ashland will soon be undertaking. We are updating our Housing Needs (Capacity) Analysis (last updated in 2012) and are working with ECONorthwest under a State grant to complete this analysis by July 2021. Although not directly relating to work the Climate Policy Commission is currently undertaking, the population and housing data assembled for this project will undoubtedly be of assistance in evaluating the impacts future population growth may have upon Climate policy and CEAP goals.

This brings me to the point of this email, I'd like to determine if as Chair of the Climate Policy Commission you could suggest a member of your commission that could participate in our upcoming advisory group meetings to help evaluate and make recommendations concerning the consultant's draft analysis, and housing strategy measures proposed to accommodate needed housing over the next 20 years. This technical advisory group is intended to be comprised of two Ashland Planning Commissioners, two Housing and Human Services Commissioners, one city councilor, and representation from the development community and housing advocacy groups. Once the final report is completed it will be presented to the public, advisory commissions, and ultimately City Council for review and approval. It is my expectation that this Housing Capacity Analysis will also provide a factual basis to inform a future housing production strategy the City will develop in 2021.

Up to four advisory group meetings (via Zoom) are expected and are tentatively scheduled as follows:

Meeting 1	12/7/2020, 3-5 PM
Meeting 2	1/11/2021, 3-5 PM
Meeting 3	3/1/2021, , 3-5 PM
Meeting 4	4/26/2021, 3-5 PM

I've attached a public involvement plan that goes into greater detail regarding the expected subjects to be covered at each of the meetings above.

Please feel free to give me a call or drop me an email with the contact information for the Commissioner you would like us to reach out to about this opportunity, or if you'd like to discuss this further.

Richard Barth email 11/24/20

Commissioner Chris Brown, copied on this email, has volunteered to participate on the advisory group.

Thanks for bringing this opportunity to our attention.

DATE: October 12, 2020
TO: Ashland Housing Advisory Committee
CC: Brandon Goldman
FROM: Beth Goodman and Sadie DiNatale
SUBJECT: ASHLAND PUBLIC INVOLVEMENT PLAN

This memorandum presents Ashland’s Draft Public Involvement Plan for Housing Capacity Analysis.¹ The City of Ashland has initiated work to determine housing needs for the next 20 years, and to develop a strategy to meet those needs. The project involves three major components:

- **Residential Buildable Land Inventory (BLI).** In Oregon, cities have Urban Growth Boundaries (UGBs) which must accommodate residential, employment, and other land needs for the next 20 years. The Residential Buildable Land Inventory will identify how much land within the UGB is already developed and how much remains available to meet future housing needs. The City of Ashland developed and adopted its Residential Buildable Lands Inventory in 2019. This project will include an update that shows lands that have been developed since June 2019.
- **Housing Capacity Analysis (HCA).** The Housing Needs Analysis will identify “what” the needs are. It is based on an official population forecast, and it will identify the number and characteristics of households the city needs to plan for today and in future years. Further, it will identify the different types and mix of housing to meet the needs for Ashland households of different income levels. Based on this information, it will identify how much land will be needed for different housing types. It will compare the capacity of the current residential buildable land supply in the UGB to the identified residential land need to determine if current plans and policies will meet these needs.
- **Housing Strategy.** The Housing Strategy will identify “how” to address identified housing needs. The Housing Strategy will establish policies to meet the identified needs in ways that will provide housing choice for Ashland’s residents.

Public Involvement Plan

At the broadest level, the purpose of the project is to understand how much Ashland will grow in the next 20 years. The project can be broken into two components (1) technical analysis, and (2) housing strategies and policies. Both benefit from public input. The technical analysis requires a broad range of assumptions that influence the outcomes; the policy analysis is a series of policy choices that will affect Ashland residents.

¹ A Housing Capacity Analysis used to be referred to as a Housing Needs Analysis. They are the same type of project, with a new name.

The focus of public involvement is on the policy choices that will affect Ashland residents. The consulting team and City staff will review and get input assumptions used in the technical analysis from the project advisory committee, as well as decision makers.

This public involvement plan is consistent with Task 1 of the work program. ECONorthwest's scope of work includes the following public engagement activities:

- Project Advisory Committee (PAC) meetings (4)
- Public workshop (1)
- Housing and Human Services Commission (2)
- Planning Commission (2)
- City Council (1)

The City of Ashland will develop a dedicated project webpage to disseminate and archive draft materials, announce public meeting, and provide an online presence for the project.

Project Advisory Committee Meetings

The PAC will participate in the following meetings:

- **Meeting 1: Project Kick-off.** (December 7, 2020 3:00 to 5:00 PM) The kick-off meeting will start with an overview of the work program, schedule, and the State process. We will discuss desired outcomes of the project with the Committee. We will present results of the buildable lands inventory and the draft housing needs projection.
- **Meeting 2: Residential Land Needs Analysis.** (January 11, 2020 3:00 to 5:00 PM) We will present the results of the draft residential land needs assessment, which will describe whether the City can accommodate its housing need within the existing UGB. We will facilitate a discussion with the committee about the implications of the analysis on local housing policies, which will initiate conversations around the Housing Strategy.
- **Meeting 3: Develop the Housing Strategy.** (March 1, 2020 3:00 to 5:00 PM) This meeting will also focus on a discussion of the Housing Strategy and Action Plan. We will present a draft Housing Strategies memo and discuss preliminary goals and strategies needed to: address housing needs, increase land use efficiency to achieve needed housing densities and mix, and alleviate affordable housing issues. We will facilitate a discussion about key strategic issues raised in the HNA, focusing on potential approaches to addressing the strategic issues, such as potential policy changes, use of financial tools, and other approaches.
- **Meeting 6: Finalizing the Housing Strategy.** (April 26, 2020 3:00 to 5:00 PM) This meeting will focus on finalizing the Housing Strategy. We will share results from Public Workshop #1 and request feedback on how to integrate public comments into the Housing Strategy.

Public Open House

ECONorthwest's scope of work identifies one public open house. The open house could be conducted as an on-line open house, which is open for several weeks, presenting key information and asking survey questions of participants. The open house could also be an on-line meeting, which includes a presentation and discussion with participants about policy options. ECONorthwest will discuss options with City staff as the project progresses and select the most appropriate open house that fits the needs of the city.

Meetings with Decision Makers

ECONorthwest's scope of work identified the following meetings with decision makers:

- **Joint meeting of the Housing and Human Services Commission and Planning Commission** (January 28, 2021 4:30 to 6:30 PM). ECONorthwest will introduce the project and present preliminary findings of the analysis at this meeting. If time permits, ECONorthwest will facilitate a discussion about potential policies to address Ashland's unmet housing needs.
- **Housing and Human Services Commission** (March 25, 2021 4:30 to 6:30 PM). ECONorthwest will present the results of the HCA and facilitate a discussion about the housing strategy at this meeting. The primary purpose of the meeting will be getting input on the housing strategy.
- **Planning Commission** (March 23, 2021 7:00 to 9:00 PM). ECONorthwest will present the results of the HCA and facilitate a discussion about the housing strategy at this meeting. The primary purpose of the meeting will be getting input on the housing strategy.
- **City Council** (May 17, 2021 6:00 to 8:00 PM). ECONorthwest will present the results of the HCA and facilitate a discussion about the housing strategy at this meeting. The primary purpose of the meeting will be getting input on the housing strategy.

Project Schedule by Task

