

April 7, 2021

TO: Medford 2040 Vision Task Force Members
FR: Erik Jensen, Jensen Strategies
CC: Kristina Johnsen, City of Medford
Rachel Eckstein, City of Medford
Seth Baker, Maul Foster Alongi
Sandy Ervin, Jensen Strategies
RE: Materials for April 13th Vision Task Force Meeting

In preparation for the April 13 Medford 2040 Vision Task Force meeting, I am forwarding the following materials for your review and reference:

1. Agenda
2. March 30 Meeting Minutes
3. March 30 Core Vision Statement Text with Possible Alternatives
4. The Core Vision Statement with Draft Focus Area Statements (from the Work Groups)

The primary purpose of this meeting is to review and finalize the Core Vision statement and the Focus Area statements as developed by the five work groups.

We will be asking each work group's leader/spokesperson to present their statement in five minutes or less highlighting the key concepts contained in the statement, how the public input was incorporated, and any reasoning for specific text. Subsequently, the Task Force will discuss each Focus Area statement with the intention to reach consensus at this meeting.

After this meeting, the final Vision Statement, including Core Statement and Focus Area statements, will be presented publicly through a survey to gather further feedback before finalizing it in May.

As always, please feel free to contact me if you have any questions, comments, or concerns. Thank you.

VISION TASK FORCE AGENDA



April 13, 2021
2pm – 5pm
Zoom Virtual Meeting

Medford 2040 Vision Task Force

Join this meeting: <https://us02web.zoom.us/j/81056306110>

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| 1. Welcome | Bunn |
| 2. Project Manager Remarks | Jensen |
| 3. Public Input Update | Baker/Eckstein |
| 4. Vision Statement Development Overview | Jensen |
| 5. Focus Area Vision Statement Presentations | Jensen |
| A. Fostering Economic Growth & Resiliency | Brienza |
| B. Enhancing Hometown | Densmore |
| C. Connecting Community | Bunn |
| D. Fostering Safety & Wellness | Carter |
| E. Promoting Recreation Opportunity | Matthews |
| 6. Vision Core Statement Discussion | Jensen |
| 7. Break | |
| 8. Vision Focus Area Statements Discussion | Jensen |
| 9. Closing Remarks | Bunn |

Due to restrictions with public gatherings, no in-person public comments will be heard during this meeting. We encourage comments be submitted via email at council@cityofmedford.org.

Meeting locations are generally accessible to persons with disabilities. To request interpreters for hearing impaired or other accommodations for persons with disabilities, please contact the ADA Coordinator at (541) 774-2074 or ada@cityofmedford.org at least three business days prior to the meeting to ensure availability. For TTY, dial 711 or (800) 735-1232.

Medford 2040 Vision Task Force Meeting #3

[Held by Zoom]

March 30, 2021

2:00pm – 5:00pm

Meeting Attendance

Task Force members in attendance:

Daniel Bunn, Chair
Christina Kruger, Vice-
Chair
Jerry Brienza
Lilia Caballero
Cara Carter
Bret Champion
Dennie Conrad
Al Densmore
Linda Donovan
Carol Fiddler
Tom Fischer

Cathy Kemper-Pelle
Eli Matthews
Mike Montero
Chris Pizzi
Allen Purdy
Milo Salgado
Brian Sjothun
Marta Tarantsey
Bill Thorndike

Project staff in attendance:

Erik Jensen, Jensen Strategies
Seth Baker, Maul Foster Alongi
Rachel Eckstein, City of Medford
Sandy Ervin, Jensen Strategies
Kristina Johnsen, City of Medford

Task Force members
not in attendance:
Milo Salgado

1. Welcome

Chair Daniel Bunn began the meeting and welcomed the Task Force committee. He reviewed minutes from last week, which were approved by the Task Force.

2. Project Manager Remarks

Erik Jensen, project manager with Jensen Strategies, reminded the Task Force that meeting materials are sent out a week prior to each Task Force meeting. Members should check these emails ahead of time as many materials will need to be reviewed prior to the start of the meeting.

3. Task Force Introductions

Task Force member Jason Elzy has stepped down; his Housing Authority associate Cara Carter has stepped into the role. New member Cara Carter and first-time attendee Cathy Kemper-Pelle were given the floor for their introductions.

4. Process Status & Upcoming Steps

Jensen updated the Task Force on the project's current progress as it proceeds through the two phases. The first phase is developing a Vision Statement and Focus Areas. The Vision Statement is a broad-brush picture of what Medford will look like by 2040; per the project schedule, the Task Force is still in this phase. The second phase is developing an Action Plan; this entails taking the Vision Statement and going through the strategies and actions that will need to be employed to get there.

To date, the Medford 2040 Community Vision Project has provided ample content to guide the Task Force in drafting the Vision Statement. Task Force members are asked to consider the Community Profile, Public Involvement Plan, Community Satisfaction Survey, Vision Input Survey, and feedback from Speaker's Bureau events to assist in the development of the Vision Statement. The Task Force will also create statements for the five Focus Areas.

5. Public Input Update and Summary

Seth Baker, project consultant from Maul Foster Alongi, presented the Vision Input community survey results. The objective was to collect input to craft the Vision Statement. There were 578 respondents for this survey. The survey had four main questions:

1. What do you value most about Medford, and why?
2. What characteristics do you want to carry on into the future?
3. What is missing from Medford that you, or your community, need?
4. What is your preferred vision for Medford in the future? What will it look and feel like in 2040? What is different? What is the same?

The survey results depicted seven key concepts:

- Carry forward and protect Medford's small-town character
- Address affordability changes
- Help our neighbors who are unhoused
- Maintain a community centered on family

- Embrace and build diversity
- Add community activities and attractions
- Increase accessibility and transportation choices

Additionally, some key concepts that emerged specifically from BIPOC and LGBTQA communities:

- Foster progress to become more welcoming and inclusive of specific groups that don't represent the dominant culture
- Make Medford a place with culture, spaces, and services that welcomes, celebrates, and supports people's full selves
- Increase demographic and political diversity in community leadership, including City government

Some key concepts from low-income communities:

- Add trade-school and job training educational opportunities
- Increase access to safe and stable housing
- Create accessible and affordable places for people and families to gather
- Focus on helping vulnerable populations and provide the services and treatment people need to become self-sufficient
- Provide convenient and affordable internet access

Jensen invited the Task Force to comment on the survey results and whether there were any surprises or themes missing. Some comments included:

Comment: There was low focus on bringing manufacturing to the community, similar to places such as Harry and David, boat builders, etc.

Comment: There was not a theme of climate change and the need to address it. We risk not addressing these big actions needed in our Vision Statement. As a city we will absolutely need to address this rising issue in the next 20 years.

Comment: Only one respondent commented on Medford being prepared for future emergencies and natural disasters.

Comment: Communication challenges is emerging as a theme. People don't seem to know about their community options or how to afford them. For example, a survey comment citing a need for more training shows that perhaps the respondent doesn't realize that having a community college means we can use that relationship to reflect what the community needs. We need an increase in education for the community on what we have available.

6. Vision Statement Development Overview

Jensen reminded the Task Force to utilize information from the community profile, community input surveys, and community leader interviews to inform the process. He then provided the team with the draft Core Vision Statement:

Medford: A Hometown for All

In the year 2040, Medford is a welcoming, vibrant, attractive, and inclusive urban community that embraces the attributes of its beautiful surrounding geography. A regional economic hub, Medford maintains a small-town family-friendly character with a thriving and engaged community. Multiple generations, cultures, and interests work together to enjoy a supportive, healthy, and accessible quality of life.

7. Break

8. Vision Statement Discussion

As Jensen began the draft Vision Statement discussion, he asked the Task Force to consider what is missing conceptually from the draft to guide their changes. After much discussion, many themes were identified as needing representation in the Vision Statement, including:

- A stronger focus on increasing local businesses
- Attention to Medford's locale
- Specific mention of diversity
- Medford's focus on progress moving forward

With these changes in mind, the following Vision Statement was drafted:

Medford: A Hometown for All

In the year 2040, Medford is vibrant, diverse, and welcoming; an inclusive urban community that embraces and celebrates the stunning beauty of its environment. A flourishing regional hub whose diverse economic base provides unmatched business, education, and employment opportunities, Medford maintains a safe, healthy, and family-friendly atmosphere with a thriving and engaged community. All generations and cultures work together to foster a prosperous community for all.

For the full discussion, please watch the recorded discussion [here](#).

9. Task Force Assignments

Jensen shared the Work Group teams with the Task Force and introduced the assignment: Edit the draft statement for their specific focus area just as they did with the draft Vision Statement. The goal is to provide a recommended statement at the next Task Force meeting. All members are able to sit in on any other Work Groups if they feel compelled to do so. The draft statements should be completed by April 5.

10. Closing Remarks

Chair Bunn concluded the meeting by asking each Task Force member to fill out the Doodle Poll.

The next Task Force meeting will be on April 13th at 2pm.

MEDFORD 2040
DRAFT CORE VISION STATEMENT OPTIONS

On March 30, 2020 the Medford 2040 Vision Task Force drafted a Core Vision Statement with the intention of revisiting it at the next meeting. To assist the Task Force in this upcoming discussion, the last version is presented followed by two revised options (changes highlighted) for consideration.

ORIGINAL DRAFT (3-30-21)

Medford: A Hometown for All

In the year 2040, Medford is vibrant, diverse, and welcoming; an inclusive urban community that embraces and celebrates the stunning beauty of its environment. A flourishing regional hub whose diverse economic base provides unmatched business, education, and employment opportunities, Medford maintains a safe, healthy, and family-friendly atmosphere with a thriving and engaged community. All generations and cultures work together to foster a prosperous community for all.

OPTION #1

Medford: A Hometown for All

In the year 2040, Medford is a vibrant, diverse, welcoming, and inclusive urban community that embraces and celebrates the stunning beauty of its environment. A flourishing regional hub whose diverse economic base provides unmatched business, education, and employment opportunities, Medford maintains a safe, healthy, and family-friendly atmosphere with a thriving and engaged community. All generations and cultures work together to foster a prosperous community for all.

OPTION #2

Medford: A Hometown for All

In the year 2040, Medford is a vibrant, diverse, welcoming, and inclusive urban community. It embraces and celebrates the stunning beauty of its environment. A flourishing regional hub whose diverse economic base provides unmatched business, education, and employment opportunities, Medford maintains a safe, healthy, and family-friendly atmosphere with a thriving and engaged community. All generations and cultures work together to foster a prosperous community for all.

MEDFORD 2040

UPDATED DRAFT VISION STATEMENT

(Discussion Draft)

Medford: A Hometown for All

In the year 2040, Medford is vibrant, diverse, and welcoming; an inclusive urban community that embraces and celebrates the stunning beauty of its environment. A flourishing regional hub whose diverse economic base provides unmatched business, education, and employment opportunities, Medford maintains a safe, healthy, and family-friendly atmosphere with a thriving and engaged community. All generations and cultures work together to foster a prosperous community for all.

Fostering Economic Growth & Resiliency

In the year 2040, Medford has a diverse, sustainable, and innovative economic base that provides for successful businesses and competitive wages. Fortune 500 Companies, small business, and start-ups have the opportunity for organic growth and access to geographic markets from local to global.

Top-quality professional and educational training opportunities provide a constant source pipeline for skilled workforce to pursue successful career paths. The City of Medford fosters the development, retention, and growth of a variety of business types and sizes through quality planning efforts and affordable business services and utilities. Medford residents enjoy quality senior living and full spectrum of family support services.

An interstate highway system, rail access, and an international commercial air service airport provide convenient and affordable travel and shipping options. Medford's economy grows and diversifies with the times, allowing anchor industries and modern business models to develop and expand as needed, when needed. Medford has a vast and affordable residential and employment real estate market to serve business and corporate campus activity.

Downtown Medford is a vibrant core business and residential district offering a mix of retail, cultural, entertainment, and culinary attractions for residents and visitors.

Enhancing Hometown

In the year 2040, Medford is a place we are proud to call home because of the quality of life, sense of community, inclusive environment, and rich history. It is a place where all generations, races, and cultures are welcomed and embraced as valued citizens in the broader community.

Affordable housing, strong K-12 schools, access to higher education, childcare, job opportunities within the diversity of locally-owned businesses, quality healthcare, and commitment to sustainability provide a foundation for lifelong living in Medford. In addition, diverse recreational and cultural amenities offer opportunities to experience the richness of life through the arts, community events, sports, shopping, libraries, and dining options.

Medford neighborhoods are attractive, safe, and accessible for their residents. Gathering places, such as parks and a vibrant downtown, serve as linkage to the rich heritage we enjoy and are centers for families and individuals to interact and build community.

Connecting Community

In the year 2040, Medford connects community, both socially and physically, to promote inclusivity and accessibility.

Gathering places where people interact and build relationships are located throughout the city such as public squares, parks, restaurants, and places of worship. We encourage social connection through public festivals, concerts and events. The City of Medford facilitates public awareness and diverse participation in its decisions and actions.

Attractive and intuitive physical connections provide effective access to the places within Medford. Multi-modal transportation infrastructure allows mobility within the region and promotes a cohesive community. Our robust public transit and wayfinding systems support businesses, schools and tourism.

Fostering Safety & Wellness

In the year 2040, people feel safe in their homes, neighborhoods, and public places.

Seniors and people who experience disabilities enjoy ease of mobility and activity through inclusive and thoughtful planning. Community resources, both public and private, are allocated to support vulnerable populations in addressing health and wellness.

Proactive emergency planning bolsters resiliency; and provides preventative and responsive measures for public safety during times of crisis.

As a regional hub for high quality healthcare services community members have equal access to health care, prevention services, and education.

Promoting Recreation Opportunity

Medford, as the Heart of the Rogue Valley, celebrates our success as a premier recreation destination in the Northwest.

With an exceptional climate and natural beauty, Medford is the recreational hub of the West offering a number of world class recreational assets, drawing people from all over to enjoy the natural wonders of Southern Oregon. Residents and visitors enjoy the opportunity to play and compete in sports leagues and competitions, and participate in year-round family oriented activities that are accessible to all.

Our incredible park system and premier facilities offer abundant opportunities for safe and healthy living for residents and draw visitors. Medford leads in developing excellent indoor and outdoor recreational opportunities, with an unparalleled quality of life for all.