

Housing Stability & Homelessness	
Council Goal	Action Items (To Be Completed by Council/Department)
Continue to coordinate efforts to establish a multi-agency resource campus in partnership with social service agencies.	1. Explore expansion of access to services such as ID renewal, veterans' services, behavioral health, and housing connections.
Continue the work of the livability team while seeking sustainable funding options for shelters and supportive services.	1. Continue to implement Homeless System Action Plan  2. Prioritize Housing Opportunity Fund, CDBG and General Fund Grants to support shelters and supportive services.
Coordinate with the County, service providers, and schools to prioritize early intervention and preventative services, especially for young people and high school students.	1. Continue partnering with Medford School District to implement intervention services to local students.  2. Evaluate other areas of opportunities.
Strengthen partnerships with service providers to expand access to behavioral health, financial literacy, domestic violence prevention, and youth-focused services, with regular Council updates.	1. Invite service providers to provide update at City Council meetings.  2. Identify engagement opportunities with providers
Promote housing stability initiatives, including support for pathways to homeownership and securing external funding for housing efforts.	1. HOME Investment Partnerships Program (HOME) funds  2. City to explore contribution of underutilized land for development to housing development in the downtown.
Diversify and incentivize a mix of housing to meet evolving community needs.	Conduct an assessment to identify opportunities for incentivizing housing development, particularly in priority areas such as downtown.

Economic Development & Regional Opportunities	
Council Goal	Action Items (To Be Completed by Council/Department)
Advance projects of regional significance, such as a convention center, Emeralds relocation, South Stage Interchange, and the development of a medical/trade school campus.	<ol style="list-style-type: none"><li>1. Facilitate regular coordination and ad-hoc meetings to identify opportunities, address challenges, and ensure alignment with City's and region's priorities.</li><li>2. Seek grant opportunities and regional partnerships to leverage funding and resources for these significant projects.</li><li>3. Explore an increase in Transit &amp; Lodging Taxes for the purposes of Economic Development including but not limited to these significant projects.</li><li>4. Prioritize the recruitment of outside investment and public-private partnerships.</li></ol>
Improve downtown utilization and support small business growth through incentives designed to increase vibrancy.	<ol style="list-style-type: none"><li>1. Research the development of City managed incentive programs, grants, rent assistance, and fee waivers to reduce barriers for small businesses and encourage new business openings downtown.</li><li>2. Establishment of a Business Visitation program as mechanism to show the City's support of our local businesses and a means to better understand our local businesses' needs.</li><li>3. Conduct a market analysis to identify business gaps and opportunities, ensuring that incentive programs are strategically targeted to attract businesses that enhance the downtown mix and meet community needs.</li><li>4. Host regular downtown events-such as night markets, pop-up shops, food festivals, and art walks-to increase foot traffic, create a platform for local vendors, and foster a vibrant community atmosphere.</li><li>5. Establish information portal for economic development on the City's website.</li><li>6. Collaborate with stakeholders to activate public spaces through enhancements like public art, landscaping, outdoor seating, and pedestrian-friendly infrastructure improvements</li></ol>

Economic Development & Regional Opportunities	
Council Goal	Action Items (To Be Completed by Council/Department)
Support the development of downtown market-rate residential properties to encourage a more active and livable downtown core.	<ol style="list-style-type: none"><li>1. Identify and reduce regulatory barriers, such as streamlining permitting processes and considering waivers or reductions of local development fees for qualifying residential projects.</li><li>2. Explore the creation of incentive programs, such as pre-development grants, low-interest loans, construction defects grants program and/or tax abatements, to attract private investment in downtown market-rate housing.</li><li>3. Engage with property owners, developers, and community stakeholders to identify priority sites for infill or redevelopment and to ensure projects align with community goals for vibrancy and livability.</li><li>4. Promote the benefits of downtown living through targeted outreach and partnerships with local employers, realtors, and neighborhood associations.</li></ol>
Develop a workforce pipeline through partnerships with RCC, SOU, and local industries, including childcare access initiatives to support workforce participation.	<ol style="list-style-type: none"><li>1. Organize regular workforce roundtables with RCC, SOU, Rogue Workforce Partners, local employers, and community organizations to align training programs with workforce needs, identify gaps, and strengthen collaboration.</li><li>2. Facilitate the creation of internship, apprenticeship, and job placement programs that provide hands-on experience and direct pathways to employment for students and job seekers.</li><li>3. Support initiatives that improve access to affordable, quality childcare to reduce barriers to workforce participation, especially for working parents.</li><li>4. Advocate for and help secure funding for workforce development programs, including childcare support, through grants, public-private partnerships, and state or federal resources.</li></ol>
Support the creation and promotion of an Entertainment & Cultural District, including exploring partnerships, event support, and standards for district development.	<ol style="list-style-type: none"><li>1. Convene a working group of local arts organizations, venue operators, business owners, and community leaders to collaboratively define the vision, boundaries, and objectives for the Entertainment &amp; Cultural District.</li><li>2. Assess best practices from other successful cultural districts to inform standards and policies that will guide district development.</li><li>3. Explore partnerships with local and regional cultural institutions, event producers, and sponsors to develop a robust calendar of events and programming that highlights the district's unique character.</li><li>4. Develop and implement design standards and wayfinding for the district, including signage, public art, lighting, and streetscape enhancements to create a cohesive and inviting atmosphere.</li><li>5. Pursue grant opportunities and public-private partnerships to fund infrastructure improvements, marketing, and district activation initiatives.</li></ol>

Safe & Healthy Community	
Council Goal	Action Items (To Be Completed by Council/Department)
Expand public safety services to proactively address livability challenges and strengthen fire and EMS service throughout the community	1. Expand EMS Squad program providing coverage 7 days per week. 2. Evaluate efficiency of the Downtown Livability Team. 3. Explore options and impacts of staffing an engine at Fire Station 13.
Continue to advocate for regional treatment facilities, mental health services, and public safety center.	1. Attend partner meetings 2. Track state/federal legislation 3. Support facility planning.
Support long-term infrastructure planning that enhances emergency response and evacuation access across the city.	1. Finish development of Fire Station 15 & Bay extension of Fire Station 13 2. Evaluate opportunities to expand emergency services at Airport 3. Address Property Control expansion needs 4. Evaluate the need, opportunities & impacts of having Fire/EMS in the downtown district. 5. Integrate emergency preparedness into transportation planning/development to address emergency response evacuation needs.
Continue to promote neighborhood watch programs and similar platforms to increase neighborhood engagement and resident relationships.	1. City-coordinated recreational events at neighborhood or community parks 2. Provide support to residents to continue or start neighborhood watch groups in their area. 3. Actively participate in programs that promote resident engagement and involvement. 4. Continue investment in performance and efficiency software to measure community satisfaction
Continue to prioritize emergency preparedness by strengthening operational readiness through planning, training, and outreach.	1. Track expansion of EMS and police staffing and assess impacts on service delivery. 2. Participate in annual emergency management trainings and exercises coordinated by the Emergency Manager. 3. Review and adopt emergency management plans and related updates as needed. 4. Support and participate in grant-funded mitigation efforts and regional emergency initiatives.

Community Planning & Neighborhood Identity	
Council Goal	Action Items (To Be Completed by Council/Department)
Support downtown-adjacent residential development by encouraging small lots, townhomes, and smaller homes that promote neighborhood identity and accessibility.	<ol style="list-style-type: none"><li>1. Seek grant funding for new neighborhood plans (note that this does not get to building housing immediately)</li><li>2. City contribute land for development</li><li>3. Inventory existing vacant parcels or re-developable parcels and create an incentive program to get property owners to build</li><li>4. Look for grant funding for housing construction related to OHCS</li><li>5. Launch a blight program focused on distressed housing areas or neighborhoods</li></ol>
Leverage MURA 2.0 to focus strategic investment in high-need corridors and districts.	Pursue funding match for MURA
Engage in the Transportation System Plan (TSP) update process to prioritize infrastructure improvements that enhance long-term connectivity and community development.	<ol style="list-style-type: none"><li>1. Review Main Street corridor improvements</li><li>2. Evaluate expansions - Biddle Road to Main Street, reconfiguring Highway 99</li></ol>
Continue to support and modernize infrastructure throughout the City.	<ol style="list-style-type: none"><li>1. Complete Capital Improvement Projects included in the Public Works 2025-2027 Biennial Budget (Sewer Capacity, Stormdrain, Foothill Rd., Safe Routes to School, etc.).</li><li>2. Evaluate existing speed limits in the downtown area to determine if adjustments are needed to enhance safety and traffic flow.</li></ol>
Develop a Neighborhood Identity and District Map to guide reinvestment, strengthen sense of place, and support coordinated planning efforts.	<ol style="list-style-type: none"><li>1. Prioritize planning and development efforts in identified districts to improve livability, encourage reinvestment, and align with long-term community goals.</li><li>2. Coordinate with the Planning Department to review and update the Land Development Code to ensure alignment with current and appropriate land uses, including specific use types such as car washes.</li></ol>

Community Engagement & Communication	
Council Goal	Action Items (To Be Completed by Council/Department)
Continue sharing stories about how City investments improve quality of life and community vibrancy through ongoing campaigns.	<div>1. Expand City newsroom to reflect topics being discussed at meetings.</div> <div>2. Use of tri-annual Parks and Recreation programs and services guide to convey broader City messaging.</div> <div>3. Develop clear policies and expectations for community engagement and responsiveness.</div> <div>4. Incorporate community spotlights.</div>
Continue to expand the City's digital presence, explore interactive tools on the City's website, and increase accessibility through both digital and traditional communication channels.	<div>1. Explore new engagement approaches to reach underrepresented residents.</div> <div>2. Coordinate themed recreation events for specific segments of the population.</div> <div>3. Expand email/text communication through City's GovDelivery system.</div>
Actively particiapte in outreach events to connect with residents.	<div>1. Participate in Council Town Halls, City Talk events, and community event opportunities.</div> <div>2. Attend Neighborhood Watch meetings in associated Ward, as scheduled</div> <div>3. Explore hybrid Town Hall/City Talk event format</div> <div>4. Explore engagement opportunities with youth.</div>
Establish an engagement workgroup to coordinate strategy citywide.	<div>1. Develop a framework for the engagement workgroup, identify departmental representatives, and outline meeting structure, goals, and coordination strategies.</div>