



**TALENT CITY COUNCIL
REGULAR COUNCIL MEETING AGENDA
TOWN HALL
September 7, 2016 – 6:45 P.M.**

Study Session, Regular Council & TURA meetings are being digitally recorded and will be available on the City website

The City Council of the City of Talent will meet in Regular Session at 6:45 PM Wednesday, September 7th in the Town Hall, 206 E. Main Street. The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to the City Recorder at 541-535-1566, ext. 1012.

The City Council reserves the right to add or delete items as needed, change the order of the agenda, and discuss any other business deemed necessary at the time of the study session and/or meeting.

REGULAR COUNCIL MEETING- 6:45 PM

Anyone wishing to speak on an agenda item should complete a Public Comment Form and give it to the City Recorder. Public Comment Forms are located at the entrance to the meeting place. Anyone commenting on a subject not on the agenda will be called upon during the "Citizens Heard on Non-agenda Items" section of the agenda. Comments pertaining to specific agenda items will be taken at the time the matter is discussed by the City Council.

1. Call to Order/Roll Call

2. Pledge of Allegiance

3. Community Announcements

4. Public Hearings

Public hearings are conducted under a prescribed procedure depending on the topic. The presiding officer will conduct the hearing in accordance with those procedures which will allow for public input at the announced time.

4.1 None

5. Citizens Heard on Non-Agenda Items

Limited to 5 minutes or less per Mayoral discretion

6. Public Presentations

Items that do not require immediate Council action, such as presentations, discussion of potential future action items. Time limited to 15 minutes per presentation unless prior arrangements have been made.

6.1

7. Consent Agenda

The consent agenda consists of items of a repeating or routine nature considered under a single action. Any Councilor may have an item on the consent agenda removed and considered separately on request.

7.1 Approval of Regular Council Meeting Minutes for August 17, 2016Page 3-8

8. Regular Agenda

Citizens will be provided the opportunity to offer comments on action items after staff has given their report and if there is an applicant, after they have had the opportunity to speak. Action items are expected to result in motions, resolutions, orders, or ordinances.

- 8.1 Medford Water Commission (More information pending attorney).....Page 9-17**
- 8.2 Second Reading Ordinance 16-923-O, an Ordinance of the Talent comprehensive Plan adopted by Ordinance 685 repealing Element E (Commonly known as the Economy Element)Page 18-51**

9. Information Items

- 9.1 HWY 99 Greenway Connection.....(no agenda report)**
- 9.2 Talent PD Quarterly Report.....Page 52-53**
- 9.3 Monarch ButterflyPage 54-58**

10. City Manager & Other Department Reports

Items for discussion by the City Manager and Department Heads as needed.

11. Other Business

11.1

12. Mayor and Councilor - Committee Reports and Councilor Comments

- Rogue Valley Area Commission on Transportation – Mayor Stricker (alternate)
- Together for Talent Committee – Councilor Collins
- Metropolitan Planning Organization – Mayor Stricker
- Planning Commission – Councilor Wise & Councilor Abshire (alternate)
- Public Art Advisory Committee – Councilor McManus
- Parks Commission – Mayor Stricker
- Traffic Safety & Transportation Commission –
- Rogue Valley Council of Governments – Councilor McManus & Mayor Stricker (alternate)
- Talent Historical Society –Councilor Abshire
- Harvest Festival Committee – Councilor McManus
- Economic Development - Councilor Pederson & Council McManus
- Chamber – Councilor Pederson
- Talent Charter Review

13. Adjournment

The City of Talent is an Equal Opportunity Provider

Note: This agenda and the entire agenda packet, including staff reports, referenced documents, resolutions and ordinances are posted on the City of Talent website (www.cityoftalent.org) in advance of each meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact TTY phone number 1-800-735-2900 for English and for Spanish please contact TTY phone number 1-800-735-3896.



**TALENT CITY COUNCIL
REGULAR COUNCIL MEETING AGENDA
TOWN HALL
August 17, 2016 – 6:45 P.M.**

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The City Council of the City of Talent will meet in Regular Session at 6:45 PM Wednesday, August 17th in the Town Hall, 206 E. Main Street. The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to the City Recorder at 541-535-1566, ext. 1012.

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REGULAR COUNCIL MEETING- 6:45 PM

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1. Call to Order/Roll Call

Members Present

- Mayor Stricker**
- Councilor McManus**
- Councilor Pederson**
- Councilor Abshire**
- Councilor Wise**
- Councilor Collins**

Members Absent

2. Pledge of Allegiance

3. Community Announcements

3.1 Council Seat #4 Appointment Interviews

Each applicant was asked interview questions (*see attached*). *Mayor Stricker added a question: “What is one thing you would want changed in Talent?”*

- **John Harrison**
- **David Van Hook**
- **Emily Berlant**
- **Meadowsweet Levi**
- **Anna D’Amato**

John Harrison was appointed to Councilor Seat #4 and was sworn in by City Recorder, Melissa Huhtala.

4. Public Hearings

Public hearings are conducted under a prescribed procedure depending on the topic. The presiding officer will conduct the hearing in accordance with those procedures which will allow for public input at the announced time.

4.1 Adoption of the Economic Opportunity Plan (EOA)

Community Development Director, Zac Moody gave a staff report. He suggested to change who the tasks were assigned to and remove the partner line from the document. City Manager, Tom Corrigan suggested saying “Staff assigned as needed” instead of listing individual departments. Council agreed to this change.

Mayor Stricker opened the Public Hearing at 7:53 PM

Public Input: Mr. Corrigan spoke that this was one of the most well-presented and detailed plan. He thanked everyone for their good work.

Mayor Stricker closed the Public Hearing at 7:53 PM

Councilor Harrison moved to adopt the Economic Opportunity Plan (EOA) Ordinance 16-923-O, an Ordinance of the Talent Comprehensive Plan adopted by Ordinance 685 repealing Element E (commonly known as the “Economy Element” Councilor Pederson seconded. Mayor Stricker repeated the motion. Discussion: Councilor Wise suggested to correct the title to be consistent with other Ordinances. All Ayes. Motion passed unanimously.

5. Citizens Heard on Non-Agenda Items

Limited to 5 minutes or less per Mayoral discretion

Isabella Slywka – 282 Rockofellow Place, Talent – Ms. Sloka recommended movies to be shown for the movie in the park and for Harvest Festival. Her suggestions were: Cats and Dogs, Mary Poppins, Nanny Mcphee, and Pee Wee’s Big Adventure. Mr. Corrigan spoke that there will be a movie played at Chuck Roberts Park on August 26th at 8 PM.

6. Public Presentations

Items that do not require immediate Council action, such as presentations, discussion of potential future action items. Time limited to 15 minutes per presentation unless prior arrangements have been made.

6.1 None.

7. Consent Agenda

The consent agenda consists of items of a repeating or routine nature considered under a single action. Any Councilor may have an item on the consent agenda removed and considered separately on request.

7.1 Approval of Regular Council Meeting Minutes for August 3, 2016

Councilor Pederson corrected a typo to read “Plaque” not plague.

Councilor Collins moved to approve the Council Meeting Minutes for August 3rd as corrected. Mayor Stricker repeated the motion. Discussion: None. Councilor McManus, Councilor Collins, Councilor Abshire, Councilor Pederson, Councilor Wise: YES. Councilor Harrison abstained due to not having had a chance to read the minutes. Motion passed 5/1.

7.2 Acknowledge Receipt of the Financials

7.3 Acknowledge Receipt of Together for Talent Minutes for July 5, 2016

Councilor Wise moved to approve items 7.2 and 7.3. Councilor McManus seconded. Mayor Stricker repeated the motion. Discussion: None. All Ayes. Motion passed unanimously.

8. Regular Agenda

Citizens will be provided the opportunity to offer comments on action items after staff has given their report and if there is an applicant, after they have had the opportunity to speak. Action items are expected to result in motions, resolutions, orders, or ordinances.

8.1 Resolution 16-949-R, a Resolution endorsing expansion of the Cascade-Siskiyou National Monument

Dave Willis -15187 Greensprings HWY, Ashland -Mr. Willis is the Chair of the Soda Mountain Wilderness Council. Joining Mr. Willis to answer questions is Michael Parker and Evan Frost.

Mr. Willis spoke regarding the Cascade-Siskiyou National Monument. He spoke of the importance of the expansion. He went over the map (*see attached*).

Public Input:

Cindy Harper – 218 Theo Dr. Talent - Ms. Harper encouraged the City Council to adopt the Resolution due to unique lands and the need for it to be protected.

Matt Witt – 2721 Quail Run Rd. Talent -Mr. Witt spoke regarding his photographs at the Cascade-Siskiyou National Monument. He spoke that Jenny Creek is not part of the monument and would like it to be.

Robin Null –15 Allen Lane, Talent - Ms. Null lives by the monument and spoke in support of the Resolution.

Victoria King – 2350 Adams Rd. Talent - Ms. King spoke in support of the Resolution and the importance of the Monument.

Earl King – 7350 Adams Rd. Talent -Mr. King spoke in support of the Resolution.

George Sexton – 103 Madison, Talent -Mr. Sexton spoke in support of the monument expansion.

John Morrison – 321 Talent Ave, Talent - Mr. Morrison spoke in favor of the Resolution and his reasons why.

Jason Clark –1226 Lithia Way, Talent - Mr. Clark spoke in support of the Resolution.

Eileen Slowikowski –475 Tulipan Way, Talent - Ms. Slowikowski spoke that she owns many acres close to the monument and would like to be included in the boundaries. She spoke in support for Council to adopt the Resolution.

Councilor Abshire questioned when expansion would take place. Mr. Willis answered tentatively mid-January.

Councilor Pederson moved to adopt Resolution 16-949-R, a Resolution endorsing expansion of the Cascade-Siskiyou National Monument. Councilor Wise seconded. Mayor Stricker repeated the motion. Discussion: Councilor Wise spoke why it would be good to endorse this Resolution. Councilor Pederson thanked all the Citizens who spoke. Mayor Stricker spoke that this is a great opportunity to do something significant that gives satisfaction to the time and energy that we put into the City. She also thanked Councilor Wise for his work on this item. All Ayes. Motion passed unanimously

8.2 Proposal to ban Plastic at the Talent Harvest Festival

Sharon Anderson – 166 Autumn Ridge Ct. Talent -Ms. Anderson spoke to ban plastic at the Harvest Festival for food, snack and beverage vendors. She spoke to the importance of striving toward zero waste and what steps the Harvest Festival has done so far.

Councilor wise moved to establish a policy to ban the use of plastic for food and beverage at the Talent Harvest Festival effective immediately. Councilor Collins seconded. Mayor Stricker repeated the motion. Discussion: None. All Ayes. Motion passed unanimously.

8.3 TURA Compensation

Mr. Corrigan gave a staff report.

Councilor Collins questioned if hours had been recorded. Mr. Corrigan spoke that these are salaried positions and reasons why hours are not recorded. Councilor McManus questioned the additional work Public Works would be doing. Mr. Corrigan explained that they do work that saves us money instead of hiring an outside company. He explained that the total compensation for the employees who do TURA work would be \$22,000, it would be \$46,000 if TURA contracted with the City, and \$89,000 to run TURA without the City.

It was clarified that this is compensation for extra work done not a bonus.

Councilor Pederson moved to continue compensation for the following City Staff positions listed:

City Manager	1%
City Recorder	1%
City IT Director	.5%
City Finance Director	1%
Public Works Director	.5%
Public Works Superintendent	.5%

Councilor Abshire seconded. Mayor Stricker repeated the motion. Discussion: Councilor McManus clarified that this would be reviewed annually. Councilor McManus, Councilor Abshire, Councilor Pederson, Councilor Wise and Councilor Harrison: YES. Councilor Collins: NO. Motion passed 5/1.

9. Information Items

9.1 Civil Rights Resolution

Mr. Corrigan gave a staff report.

Darian Slywka – 282 Rockfellow Place, Talent- Mr. Slywka spoke not in favor of adopting this Resolution and his reasons why. He spoke that it is creating a divide and singling out one religion.

Gerlinde Smith – Ms. Smith spoke in support of the Resolution and her reasons why.

Mark Smith-Poelz, 1013 Lithia Way, Talent -Mr. Smith-Poelz spoke in support of the Resolution and the Muslim Community.

Dorian Hastings –100 N. Pacific HWY, Apt 73, Talent - Ms. Hastings spoke to the importance of the Resolution and her reasons why.

Michele Glass -360 Blackberry Ct. Talent– Ms. Glass spoke in recent experiences regarding racial violence. She spoke in support of the Resolution.

Councilor Pederson spoke in appreciation of hearing both sides. He spoke of the importance to state that we are a welcoming community and would like to see the Resolution move forward. He suggested to make the Resolution more general to support all religious and non-religious communities.

Councilor Abshire spoke to make the Resolution more generic and not to single one community out.

Councilor Collins spoke she would like to see a civil rights provision.

Councilor McManus spoke in appreciation to the citizens who spoke. He spoke to the importance for us to state that we are an open community and stand up for what makes our character for all small town.

Councilor Wise agreed with Councilor Pederson. He suggested to create a Ad-Hoc Committee to be formed to work on this.

9:30 PM- Point of order to extend the meeting.

Councilor Pederson moved to extend the meeting for 15 more minutes. Councilor Collins seconded. Mayor Stricker repeated the motion. Discussion: None. All Ayes. Motion passed unanimously.

Mayor Stricker agreed with Councilor Pederson and Councilor Wise.

Council gave consensus to direct Staff to continue to work on this issue. It was decided to create a Civil Rights Ad-Hoc Committee, consisting of 5 people. Mayor Stricker explained to the audience that anyone interested to get an application from the City Recorder.

9.2 HWY 99 Greenway Connection

This item was tabled.

9.3 Talent PD Quarterly Report

This item was tabled.

10. City Manager & Other Department Reports

Items for discussion by the City Manager and Department Heads as needed.

Mr. Corrigan went over City and Department Reports:

- The powder color coating for ADA ramp at Town Hall will cost the City and TURA \$1800 each.
- Costs at the Town Hall and the Community Center were discussed. A detailed report will be brought back to Council.
- We have begun putting up the new LED lights around town. The savings per light is \$58. There are 82 lights total that will be changed out in the next 2 years.
- Keyboards will be ordered for Councils Surfaces. It will be \$350.
- The Medford Water Commission will be on the agenda at the September 7th meeting.
- The Historical Society Lease is being worked on.

11. Other Business

11.1

- Mayor Stricker spoke that there is pollinator support letter being circulated for Mayors to sign. She spoke that she will get this letter distributed to Council and discuss it at the next meeting.
- Mayor Stricker spoke that citizens are looking for solutions to get signs up identifying milkweed. It was decided to discuss this at the September 21st meeting when Council Goals will be discussed.

12. Mayor and Councilor - Committee Reports and Councilor Comments

Rogue Valley Area Commission on Transportation – Mayor Stricker (alternate)
 Together for Talent Committee – Councilor Collins
 Metropolitan Planning Organization – Mayor Stricker & Councilor Cooke (alternate)
 Planning Commission – Councilor Wise & Councilor Abshire (alternate)
 Public Art Advisory Committee – Councilor McManus
 Parks Commission – Mayor Stricker
 Traffic Safety & Transportation Commission – Councilor Cooke
 Rogue Valley Council of Governments – Councilor McManus & Mayor Stricker (alternate)
 Talent Historical Society – Councilor Abshire
 Harvest Festival Committee – Councilor McManus
 Economic Development - Councilor Pederson & Council McManus
 Chamber – Councilor Pederson
 Talent Charter Review

13. Adjournment

The Council Meeting was adjourned at 9:46 PM

Respectfully submitted by:

City Recorder, Melissa Huhtala

Attest:

City Manager, Tom Corrigan

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City Council Interview Questions

1. Why do you want to serve on the City Council?
2. What is your background in community service and what volunteer work you have done for the City of Talent?
3. What experience have you had that you feel would be valuable to this position?
4. This position requires a significant time commitment, not only for City Council meetings but for assigned committee meetings as well. Do you have adequate time?
5. What is your interest in city government?

WHOLESALE WATER SERVICE AGREEMENT

THIS WATER SERVICE AGREEMENT (Agreement), made and entered in duplicate to commence on the first day of October, **2016**, between the City of Talent, a municipal corporation of the State of Oregon, acting as purchaser (Talent), and the City of Medford, a municipal corporation of the State of Oregon, acting by and through its Board of Water Commissioners, acting as vendor (MWC), together referred to as the Parties.

RECITALS:

- 1) MWC is an entity established under the Home Rule Charter (Charter) adopted by the citizens of the City of Medford, comprised of five citizens appointed by the Mayor and confirmed by the City Council, to manage the Water Fund for the purpose of supplying inhabitants of the City of Medford with water; and
- 2) Under Section 19 of the Charter, the MWC is authorized to sell water and/or supply facilities outside the legal boundaries of the City of Medford, only if said water and/or supply facilities are surplus to the needs of the inhabitants of the City of Medford, and meet certain conditions of MWC Resolution No. 1058; and
- 3) Under the Charter, the MWC is authorized to set rates for City of Medford inhabitants, and to make all necessary rules and regulations for the sale, disposition and use of water and water service from the City of Medford water system, and the MWC has adopted such rules and regulations; and
- 4) Per the MWC's projections, reports and plans, the MWC finds it has surplus water and supply facilities capacity available in its system to serve Talent; and
- 5) Talent desires to purchase surplus treated and transported water from MWC from October through April, and purchase surplus supply facilities treatment and transport services for Talent's own water appropriated under Talent's own state-issued water rights from May through September;

NOW, THEREFORE, for and in consideration of the foregoing and of the mutual promises herein, the Parties mutually agree as follows:

AGREEMENT:

ARTICLE 1. SCOPE OF SURPLUS WATER SUPPLY AND SERVICE

Subject to Article 3 of this Agreement, MWC agrees to supply surplus water up to a combined (from all connections) maximum of **495** gallons per minute (GPM) for the months of October through April, and surplus facilities capacity to treat and transport water up to a combined (from all connections) maximum of **1338** GPM for the months of May through September. Talent agrees to provide sufficient water storage as part of its water system to assure that the maximum rate of withdrawal in GPM by Talent is not exceeded.

During the 5 year term of this agreement the following conditions will be complied with: The above flow rates will not be exceeded between the hours of 5 am and 11 am. During all other hours the maximum flow rate will not exceed 1338 gallons per minute (GPM) ~~in the summer~~ during the months of May through September and 735 gallons per minute (GPM) ~~in the winter~~ during the months of October through April. Measurement of total flow rates for the three TAP entities (Talent, Ashland, and Phoenix) will be based on the accumulative summation of the reading of the joint TAP meter at the TAP pump station on Samike Drive and the reading of the 2nd Phoenix meter at Garfield and Kings Highway Medford, Oregon. Notwithstanding the foregoing, in the event this agreement is renewed in October 2021, the maximum flow rates specified in this article may be recalculated by MWC based on future total source supply and future 2020 maximum month demand percentages, and such flow rates will be required over an entire 24 hour period. The recalculated flow rates will carry through to any future extension terms.

Upon written request by Talent, this Agreement may be amended to provide supplemental supply and service to Talent if MWC determines that it has surplus capacity for Talent's use, and Talent agrees to reimburse MWC the reasonable cost of providing such supplemental supply and service.

ARTICLE 2. TALENT DISTRIBUTION SYSTEM EMERGENCY

Upon notice to MWC by Talent of a distribution system emergency, MWC will use its best efforts to provide supplemental water supply or services during the emergency.

For purpose of this agreement, "distribution system emergency" means: Any human or natural caused event that disables or impairs the distribution system such that its use constitutes an immediate threat to human life or health.

ARTICLE 3. MWC CONNECTIONS

MWC owns and is responsible for the construction, extension, maintenance, and operation of the MWC system up to the point of and including the master Talent meter. Talent shall pay all costs of connections to the MWC system including initial metering, initial and ongoing backflow protection, and annual testing of the backflow device, all in accordance with MWC standards. MWC shall monthly read and annually test the master meter and provide readings and test results to Talent.

Talent's water supply is provided by the following master meter(s) with backflow connections to MWC:

- 10" Rosemount Spool Mag Meter at the Talent-Ashland-Phoenix (TAP) Pump Station on Samike Drive, Medford, Oregon

Temporary emergency connections to MWC with prior approval can be provided at the following location(s):

N/A

The following special conditions concerning connections to MWC apply:

- MWC acknowledges Talent's right to exchange and transfer water between the cities of Ashland, Talent, and Phoenix, Oregon within the total cumulative contracted GPM of all three noted cities served through TAP and their individual wholesale customer agreements with MWC.

ARTICLE 4. MWC REGULATIONS

Water service under this Agreement shall be in accordance with Section 30 SURPLUS WATER and Section 31 PROVISIONS RELATING TO UTILITY AND MUNICIPAL CUSTOMERS of the MWC Regulations Governing Water Service (Regulations), as now in effect or as may be amended. If there is any inconsistency between this Agreement and the Regulations, the Regulations control. Notwithstanding the foregoing, nothing herein is intended to relieve MWC of its obligation to supply surplus water in accordance with the terms of this Agreement, except as dictated by Federal/State regulations outside the control of MWC. The Parties acknowledge that implementation of this Agreement and the Regulations are subject to federal or state directives.

MWC shall promptly provide Talent a copy of any amendments to the Regulations.

ARTICLE 5. URBANIZATION POLICY

Talent agrees to provide water and services to customers within Talent city limits, or as otherwise approved by MWC in MWC Resolution No. 1058, as may be amended. Talent may provide water and services outside of city limits, but within its urban growth boundary, provided that the property requesting service has signed an irrevocable consent to annex to Talent, or as otherwise approved in writing by MWC. The current general water service map covering city limits and urban growth boundaries for Talent is attached to this Agreement as Exhibit A. Talent shall promptly notify MWC and provide a revised map as city limits and urban growth boundaries are modified.

ARTICLE 6. MEETING FUTURE WATER DEMANDS

Water and water services provided by MWC under this Agreement are pursuant to water rights held by the MWC and Talent. Nothing in this Agreement shall be construed to confer upon either party a legal or beneficial interest in each other's water rights, or to prevent either party from seeking additions or alterations to their water rights as deemed necessary.

Talent shall acquire and maintain such water rights as needed to meet the demand within its service area during the months of May through September. Talent may use the MWC intake facility, located at the intersection of Table Rock Road and the Rogue River in White City, as the designated point of diversion for Talent water rights. MWC shall cooperate in the perfection of any Talent water rights. Talent currently holds water rights with a diversion point on the Rogue River at the MWC Intake Facility site at the rate of N/A cubic feet per second and/or volume of **1292** acre feet. Delivery of such Talent water through MWC facilities shall be subject to the same terms and conditions as delivery of surplus MWC water. MWC shall measure and record at its Robert A. Duff Water Treatment Plant the amount of water withdrawn from the Rogue River by MWC and its municipal water service customers under each of their respective water rights. In its monthly water service invoice, MWC shall provide water use data for Talent. Talent shall provide MWC updated demand projections.

ARTICLE 7. SYSTEM DEVELOPMENT CHARGES

Pursuant to Resolution No. 774, MWC has established Water System Development Charges (SDCs) and supporting methodology to finance future MWC transmission and treatment facilities expansions. SDCs apply to all new customers, including customers of municipal wholesale customers served by MWC. Talent shall collect SDCs set by MWC from new Talent customers. MWC reviews the SDCs annually and reserves the right, in its sole discretion, to modify or replace the SDCs with a different financing mechanism for system improvements.

All SDCs collected by Talent will be held in a separate account and forwarded to MWC along with an accounting of the number and sizes of the services installed. Talent shall provide MWC

with a copy of the section within the annual Talent audit that shows accounting of MWC SDCs collected during the audited year. MWC shall, in turn, provide Talent an annual accounting of all SDCs collected.

MWC utilizes a utility basis for determining the water usage rate it charges Talent. Under this rate analysis, Talent is required to pay a return on investment for its share of the facilities paid for by MWC. Facilities funded by SDCs shall not be included in the return on investment portion of the rate analysis.

MWC shall render technical assistance to Talent in determining SDCs. MWC shall defend Talent against any legal action or appeals which may arise over the development, methodology, or implementation of the SDCs. Talent shall cooperate and support MWC in the defense, but shall not be obligated to incur any monetary obligation in such defense.

Upon termination of this Agreement, the following refund policy shall apply:

- (a) MWC shall return to Talent its prorated share of the unexpended balance of the SDCs fund. This prorated share shall be based upon the actual unexpended SDCs collected by Talent for the specific facilities funded by the SDCs, plus the interest earned.
- (b) MWC shall return to Talent a prorated share of the depreciated plant value of the specific MWC facilities funded by the SDCs and already installed. The prorated share shall be a percentage based upon the total amount of SDCs paid by Talent divided by the total SDCs collected and used to fund the facility, not including interest earned during the years in which the SDCs were collected.
- (c) In order to avoid a financial hardship, MWC shall develop a reasonable schedule of up to five (5) years for repayment of the depreciated value of the specific MWC facilities funded by the SDCs.
- (d) At the request of Talent, the MWC shall provide an accounting of the refunds made pursuant to this section.

ARTICLE 8. PAYMENTS TO MWC

Talent shall pay monthly for all water and services provided by MWC at MWC's scheduled wholesale rates then in place. Payment shall be made within ten (10) days after the meeting of the Talent's Council following receipt by Talent of a statement of charges from MWC.

MWC reserves the right, in its sole discretion, to change (with prior written notification of a rate study review) said rate at any time upon sixty (60) days written notice to Talent, following rate procedures and protocols in the MWC Regulations.

ARTICLE 9. TERM OF AGREEMENT

This term of this Agreement shall be five (5) years from its commencement. Talent may, at its option, extend the term for three additional five-year periods, which periods would run through October of **2026**, **2031**, and **2036** respectively. [Except as otherwise provided in Article 1 of this Agreement regarding maximum flow rates,](#) extensions shall be subject to the same terms and conditions as this Agreement. Written notice of the election to exercise a five-year extension of this Agreement must be given to MWC not later than January 1st of the year in which the Agreement would otherwise expire. If Talent fails to provide MWC such notice, this Agreement shall be deemed canceled at the end of the term then in effect. MWC shall continue service for a reasonable period, determined in MWC's sole discretion, to allow Talent to secure other sources of water. Provided, however, Section 19 of the Charter of the City of Medford limits the term of water service contracts to 20 years and, therefore, the obligations of MWC under this Agreement, including renewal periods, shall not exceed that period of time.

ARTICLE 10. ASSIGNMENTS

Talent shall make no assignment of this Agreement without written permission from MWC. Any approved assignee or successor shall agree to be bound by the terms and conditions of this Agreement.

ARTICLE 11. WATER CURTAILMENT PLAN

During periods of drought or emergency, Talent shall be subject to the MWC Water Curtailment Plan, per MWC Resolution No. 1345, unless Talent has in effect a state-approved and adopted Water Curtailment Plan at least as stringent as that of MWC. In the event of a conflict between the Talent plan and the MWC plan, the MWC plan shall control. The MWC shall give Talent as much advance warning as possible prior to curtailment of water supplies. The level of curtailment shall be determined by MWC based on the severity of the anticipated shortage. Talent shall be responsible for enforcing the MWC curtailment plan or the above mentioned Talent plan in its service area.

MWC will require and apply emergency curtailment of water use in an equitable, fair, and consistent manner consistent with Resolution 1345. Continued service during periods of emergency shall neither be construed as a waiver nor limitation of any kind on any water rights held by MWC, or a waiver or curtailment of any water rights held by Talent, nor as affecting any other terms in this Agreement.

ARTICLE 12. ANNUAL WATER QUALITY REPORTING

MWC will gather annual water quality data and prepare informational reports as required under state Consumer Confidence Reporting (CCR) rules. These CCR reports will include water quality information for MWC and all participating municipal water customers. Annual costs involved will be proportionally shared among participating municipal water customers and billed separately to each.

Statistical data necessary to create the CCR report for the prior year must be provided by Talent to MWC no later than April 1st of each year. If bulk mailing is the primary distribution method utilized, Talent shall also provide MWC with postal routes covering their respective service areas by April 1st of the delivery year. MWC reserves the right to utilize other approved delivery methods (e.g.; electronic), which may impact responsibilities for Talent.

In the event that Talent receives water into its system that is supplied by an entity other than MWC, the composite MWC report for that year will not include data for Talent. Talent shall be responsible for preparation of its own annual CCR, and MWC will provide MWC data by April 1st of the delivery year.

MWC maintains water quality test points throughout the MWC system and one specifically at the master meter location(s) of Talent. These test points are used to collect water samples for meeting required state water quality parameters on a weekly, monthly, and annual basis. All information collected is of public record and is accessible through state or MWC databases. Responsibility for water quality is transferred to Talent at the point of the master meter location(s), except where water quality problems are attributable to MWC.

ARTICLE 13. MUTUAL INDEMNITY

To the extent allowed by law, Talent and MWC shall each defend, indemnify and hold the other, and their officers, employees, and agents harmless from any and all claims, suits, actions, or losses arising solely out of the acts and omissions of the Party's own officers, employees, or agents while acting under this agreement.

ARTICLE 14. PARTIAL INVALIDITY

If any term, covenant, condition, or provision of this Agreement is found by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions hereof shall remain in force and effect, and shall in no way be affected, impaired, or invalidated thereby.

ARTICLE 15. INTEGRATION

This Agreement represents the entire understanding of MWC and Talent as to those matters contained herein. No prior oral or written understanding shall be of any force or effect with respect to those matters covered herein. This Agreement may not be modified or altered except in writing signed by both parties.

ARTICLE 16. DEFAULT

For purposes of this Agreement “default” means failure to comply with any of the terms of this Agreement. If either party determines that a default has occurred, it shall provide the other party written notice of the default, which such party shall have thirty days in which (a) to cure the default, (b) show that the default is of such a nature that it cannot be reasonably cured within thirty days, or (c) show that no default occurred.

MWC and Talent will work in good faith to amicably resolve the default. If after thirty days of the notice of default, MWC determines, in its sole discretion, that Talent is unable or unwilling to cure the default within a reasonable time, MWC may impose escalating penalties as follows: (a) ten percent surcharge for a period of thirty days; (b) twenty percent surcharge for the next thirty days; and (c) termination of this Agreement. Such penalties are in addition to any other remedies at law or equity that may be available to MWC. Failure to issue notice of default or to enforce its remedies under this Article 16 shall not preclude MWC from taking such action for future defaults.

If after thirty days, Talent determines, in its sole discretion, that MWC is unable or unwilling to cure the default within a reasonable time, Talent may terminate this Agreement and pursue any other remedies at law or in equity that may be available to Talent.

ARTICLE 17. FORCE MAJEURE

Neither party hereto shall be liable for delays in performance under this Agreement by reason of fires, floods, earthquakes, acts of God, wars, strikes, embargoes, necessary plant repairs or replacement of equipment, of any other cause whatsoever beyond the control of such party, whether similar or dissimilar to the causes herein enumerated. This clause does not include causes related to water supply and demand planning or failure to engage in such planning.

ARTICLE 18. DISPUTE RESOLUTION

If a dispute arises out of or relates to this contract, and if the dispute cannot be settled through negotiation, the parties agree first to try to settle the dispute by non-binding mediation before

resorting to litigation or other process. The parties agree to share equally the costs of mediation.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be signed by their proper officers on the dates noted below.

THE CITY OF MEDFORD
BY AND THROUGH ITS
BOARD OF WATER COMMISSIONERS

THE CITY OF TALENT

Leigh Johnson, Chair

Mayor

Karen Spoons, City Recorder

City Recorder

Date

Date

ORDINANCE NO. 16-923-O

**AN ORDINANCE OF THE TALENT COMPREHENSIVE PLAN ADOPTED BY ORDINANCE 685
REPEALING ELEMENT E (COMMONLY KNOWN AS THE "ECONOMY ELEMENT")**

WHEREAS, after due consideration, the City of Talent has made certain findings in connection with the proposed amendments and have followed the statutory procedures.

THE CITY OF TALENT ORDAINS AS FOLLOWS:

Section 1. The new Element is necessary to satisfy Goal 9 of the Statewide Planning Goals and to satisfy all other applicable State and local laws, and

Section 2. This Element summarizes the best available information on current conditions of the economy of Talent, makes comparisons to regional, state and national economic conditions; and establishes Policies, Objectives and Implementation Strategies, and

Section 3. This Element includes the required Economic Opportunities Analysis and Buildable Lands Inventory, being adopted concurrently as an appendix, and

Section 4. The Planning Commission held a properly noticed public hearing on July 28, 2016 to consider this proposal, whereas interested citizens had an opportunity to address the Commission, and recommendations were made by the Community Development Director, and

Section 5. At the conclusion of said public hearing, after consideration and discussion, the Talent Planning Commission, upon a motion duly seconded, voted to recommend that the Talent City Council take action to adopt the proposed new Element E to the Talent Comprehensive Plan, and

Section 6. The amended Economy Element "E", attached as Exhibit A, is hereby adopted to replace the current version adopted by Ordinance 685.

Duly enacted by the City Council in open session on September 7, 2016 by the following vote:

AYES:

NAYS:

ABSTAIN:

ABSENT:

Melissa Huhtala, City Recorder and Custodian of City Records

Talent Comprehensive Plan, Element E

ECONOMY

The “Economic Element” of the Comprehensive Plan is intended to guide city policy and land use decisions related to commercial and industrial development within the city limits and urban growth boundary of Talent.

This element addresses State Economic Development Goal 9, "To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens."

The Economy Element includes an Economic Opportunities Analysis (EOA) that details employment forecasts and describes how much growth Talent should plan for over a twenty-year period beginning in 2016. The Economic Opportunities Analysis (Appendix “A”) serves as the basis for policies that capitalize on Talent’s opportunities and help address the city’s challenges.

The EOA includes technical analysis to address a range of questions that Talent faces in managing its commercial and industrial land. The EOA is divided into four main sections. The first section discusses buildable lands and includes the methods, assumptions and results of the buildable lands inventory. The second section examines factors affecting the future economic growth. This section summarizes the effect of National, State and Regional trends on economic growth in Talent and takes a detail look at Talent’s competitive advantage as well as the City’s strengths, weaknesses, opportunities and threats for economic development. The third section reviews employment growth and site needs. It also provides an analysis of future commercial and industrial land needs based on the preceding discussion on trends. The final section outlines the conclusions of the analysis and provides the City with recommendations for policies, goals and implementation strategies.

In addition to the EOA, the Economy Element outlines policies, objectives and implementation strategies based on the Community Economic Development Objectives created based on feedback from the Citizen and Technical Advisory Committees appointed by the City Council. The policies and objectives are based on the existing policies in the previous Economy Element as well as other adopted plans.

In Talent, particular attention is directed toward redeveloping the city’s core downtown area as a walkable commercial and service center for the Talent area.

The downtown area including Talent Avenue, Main Street and the newly constructed W. Valley View roundabout is comprised of small parcels ranging in size from 3,000 square feet to 3 acres. There is anticipated growth of government services, professional offices, minor retail, and personal services which now intermix with residential uses. Street improvements to urban standards are needed prior to dense commercial development in the area.

To attract new industries, Talent must provide some larger buildable parcels, serviced or readily serviceable with adequate public facilities, located in close proximity to Highway 99 and Interstate 5. Talent has identified one large industrial site, Urban Reserve TA-4 (approximately 17 acres) in the north quadrant of the city for possible future development. This industrial area

has no real development constraints.

The number of home-based businesses will continue to increase as an affordable, convenient option for economic development among Talent residents. These businesses are often located in residential zones. They fit well in the downtown mixed-use area.

ECONOMIC ELEMENT DEVELOPMENT STRATEGIES

POLICY 1: Land Availability: The City will plan for a 20-year supply of suitable commercial and industrial land on sites with a variety of characteristics (e.g., site sizes, locations, visibility, and other characteristics).

Objective 1.1: Provide for an adequate supply of commercial and industrial land to accommodate the types and amount of economic development and growth anticipated in the future, as described in the City's most recent Economic Opportunities Analysis. The supply of commercial and industrial land should provide a range of site sizes and locations to accommodate the market needs of a variety of commercial and industrial employment uses.

Implementation Strategy 1.1a: Identify changes in zoning or plan designation necessary to provide for an adequate supply of commercial and industrial land.

Implementation Steps: (1) Monitor development of commercial and industrial areas. As development or re-zoning occurs, identify the point at which the City no longer has sufficient commercial or industrial land. (2) Develop an economic opportunities analysis every five to ten years.

When: On-going

Partners: City Staff

Implementation Strategy 1.1b: Work with property owners and their representatives to ensure that key development and redevelopment sites are known, ready to develop, and marketed.

Implementation Steps: (1) Maintain communication with key property owners and their representatives to assess site availability for development or redevelopment. (2) Maintain a list or map of key development sites that are available for development or redevelopment. (3) Work with the Economic Development Commission (from strategy 4.1a) to make key development opportunities in Talent known.

When: On-going

Partners: City Staff; Economic Development Commission

Implementation Strategy 1.1.c: Develop and implement a system to monitor the supply of commercial and industrial lands. This includes monitoring commercial and industrial development (through permits) as well as

land consumption (e.g. development on vacant, or redevelopable lands).

Implementation Steps: (1) Develop a monitoring system for land development based on development applications, starting with the inventory of buildable lands completed for the 2016 economic opportunities analysis. (2) Update the inventory of buildable lands on an annual basis.

When: 1 to 2 years

Partners: City Staff

Objective 1.2: Provide for an adequate short-term supply of suitable commercial and industrial land to respond to economic development opportunities as they arise.

“Short-term supply” means suitable land that is ready for construction usually within one year of an application for a building permit or request for service extension. “

Implementation Strategy 1.2a: Identify commercial and industrial land that is in the short-term supply of land.

Implementation Steps: (1) Identify sites with existing access to key infrastructure, including water, wastewater, stormwater, and transportation. (2) Identify sites that could be reasonably serviced with key infrastructure in the next year. Together, these sites are the short-term supply of land.

When: 1 to 2 years

Partners: City Staff

Implementation Strategy 1.2b: As commercial and industrial land is developed, actively plan to replenish the short-term supply of land through coordinating land use planning with capital improvement planning.

Implementation Steps: Update the inventory of short-term land supply in Strategy 1.2a with monitoring in Strategy 1.1c.

When: On-going

Partners: City Staff

POLICY 2: Infill and Redevelopment: The City will support and encourage infill and redevelopment, especially in in downtown, as a way to use land and existing infrastructure more efficiently.

“Infill” is additional development on the vacant portion of a tax lot with existing development (i.e., putting a new building on a 2-acre tax lot where the existing building occupies one-half of an acre). “Redevelopment” is when an existing building is demolished and a new building is built, adding additional capacity for more employees. Redevelopment could also include substantial renovations of an existing building that increases the employment capacity of the building.

Objective 2.1: The City will develop policies and programs to encourage commercial and mixed-use development in downtown.

Implementation Strategy 2.1a: Establish a goal to survey Talent residents about the

types of businesses they want in downtown and what changes are needed to draw them to downtown.

Implementation Steps: (1) Work with the City Council to establish this goal. (2) Identify partners to work with on the survey and sources of funding to implement the survey, such as the Economic Development Commission (from strategy 4.1a). (3) Identify a funding source and a process to implement the survey.

When: 1 to 2 years: City Council establish this goal and Economic Development Commission formed
2 to 3 years: Survey implemented

Partners: City Staff, Economic Development Commission, and City Council

Implementation Strategy 2.1b: Identify sites for redevelopment, especially in commercial areas such as downtown, and work with landowners to address issues preventing redevelopment (e.g., needed zoning change, infrastructure investments, etc.).

Implementation Steps: Continue to work with property and business owners in the downtown area, conducting surveys and one-on-one meetings to gather information on barriers to redevelopment.

When: 1 to 3 years

Partners: City Staff

Implementation Strategy 2.1c: Review and update commercial design standards emphasize building maintenance as part of an effort at improving the appearance in downtown.

Implementation Steps: (1) Work with Planning Commission to review, identify opportunities to change the design standards, and develop new commercial design standards. (2) Adopt revised design standards through a public process.

When: 1 to 3 years

Partners: City Staff and Planning Commission

Implementation Strategy 2.1d: Support and encourage implementation or amendment of the West Valley View Master Plan to develop or redevelop properties within the Master Plan area.

Implementation Steps: Review the West Valley View Master Plan and work with partners to implement the Master Plan.

When: Within 1 year

Partners: City Staff

Implementation Strategy 2.1e: Develop master plans to guide development of the following areas: (1) Valley View Road from OR 99 to I-5 and (2) OR 99 from Rapp Rd to Creel Rd.

Implementation Steps: (1) Identify funding sources for developing

master plans for these areas. (2) Develop scope of work and hire consultants to develop the master plans.

When: 2 to 5 years

Partners: City Staff

Implementation Strategy 2.1f: Identify and plan for investments and infrastructure necessary to support redevelopment of key sites.

Implementation Steps: (1) As part of the master plans in Strategy 2.1e, identify investments necessary to implement the master plans. (2) Work funding for the infrastructure investments into the Capital Improvements Plan.

When: 5 to 10 years

Partners: City Staff

Objective 2.2: The City will develop policies to encourage residential development in downtown and other commercial areas, such as policies that allow ground-floor spaces that can be used for residential or commercial uses.

Implementation Strategy 2.2a: Evaluate opportunities to rezone undeveloped commercial land on streets that are not adjacent to Talent Avenue to meet identified residential land needs.

Implementation Steps: (1) Develop a housing needs analysis to identify the City's housing needs. (2) Based on the City's housing deficits, if any, identify undeveloped commercial land in areas compatible for development of the types of housing the City has deficits of.

When: 1 to 2 years

Partners: City Staff

Implementation Strategy 2.2b: Develop policies to allow ground floor residential use as a temporary use in commercial mixed-use buildings. These policies should include provisions such as: design standards to ensure that the ground floor in new commercial buildings is designed for commercial use and zoning districts or overlay areas these uses are allowed.

Implementation Steps: (1) Work with Planning Commission to review, identify opportunities to implement policies to allow floor ground residential use as a temporary use in commercial mixed-use buildings. (2) Adopt revised design standards through a public process.

When: 2 to 3 years

Partners: City Staff and Planning Commission

Objective 2.3: The City will develop policies to identify industrial areas that are more appropriate for other uses (e.g., residential uses) based on their site characteristics (e.g., location, size, configuration, or transportation access).

Implementation Strategy 2.3a: Identify sites appropriate to re-zone for residential uses in industrial areas.

Implementation Steps: (1) Develop a housing needs analysis to identify the City’s housing needs. (2) Based on the City’s housing deficits, if any, identify undeveloped industrial land in areas compatible for development of the types of housing the City has deficits of.

When: Within 1 year

Partners: City Staff

Implementation Strategy 2.3b: If industrial sites are re-zoned to residential uses, identify new industrial sites suitable to replenish the supply of industrial land to meet Talent’s identified industrial land need in the Economic Opportunities Analysis.

Implementation Steps: (1) This strategy will be implemented if industrial land is re-zoned, such as through Implementation Strategy 2.3a. (2) Conduct analysis to identify suitable industrial sites to meet Talent’s industrial land need identified in the Economic Opportunities Analysis, which may be found inside or outside of the city’s Urban Growth Boundary.

When: With implementation of 2.3a

Partners: City Staff

POLICY 3: Infrastructure Support: Provide adequate infrastructure efficiently and fairly to support employment growth.

Objective 3.1: The City will coordinate capital improvement planning to ensure infrastructure availability on employment land and continue to pursue funding for needed infrastructure to support economic development activities. (Specific infrastructure Goals and strategies are included in the Public Facilities and Services and Transportation Elements.)

Implementation Strategy 3.1a: Coordinate capital improvement planning at minimum every 5 years, with land use and transportation planning to coincide with the City’s Economic Development Strategy.

Implementation Steps: (1) When the City next updates the capital improvement plan, work with the Public Works Department to ensure that infrastructure investments necessary to support economic development are reflected in the plan.

When: 1 to 2 years

Partners: City Staff and Parks Commission

Implementation Strategy 3.1b: Ensure that public-private development agreements to recover costs are in effect prior to financing public improvements.

Implementation Steps: (1) Evaluate each public-private development agreement to ensure the agreement includes necessary cost recovery agreements.

When: On-going

Partners: City Staff

Implementation Strategy 3.1c: Efficiently use existing infrastructure by promoting development, infill, re-use, and redevelopment for commercial and industrial uses.

Implementation Steps: This will be accomplished with implementation of the strategies under Policy 2.

When: On-going

Partners: City Staff

Implementation Strategy 3.1d: Complete development of the transportation infrastructure (i.e., roundabout and road) adjacent to the Talent Irrigation District's site, once the headquarters has been relocated.

Implementation Steps: City Planning Department will work with Public Works, Urban Renewal and City Administration to ensure infrastructure is located in a manner that will promote orderly development of the core downtown area, including location of alleys and public parking areas.

When: Within 1 year

Partners: City Staff

Implementation Strategy 3.1e: Support development of citywide high-speed internet access and other telecommunications infrastructures to support business development.

Implementation Steps: Work with existing providers or seek new providers to provide expanded high-speed internet access in all areas of town.

When: On-going

Partners: City Staff

Implementation Strategy 3.1f: Provide information on infrastructure availability on a site-by-site basis so that developers are able to readily assess infrastructure availability on any given site.

Implementation Steps: This strategy should be implemented in conjunction with 1.1b, 1.2a, 1.2b, 2.1b, 2.1e, and 2.1f.

When:

Partners: City Staff

POLICY 4: Existing Business Support and Assistance: The City will support, and encourage retention and expansion of existing business that align with Talent’s other community development goals.

Objective 4.1: Retain and encourage growth of existing businesses in Talent.

Implementation Strategy 4.1a: The City should work with local stakeholders and businesses to establish an Economic Development Commission.

Implementation Steps: City Planning Department will work with City Council and local Chamber to establish the Economic Development Commission.

When: Within 1 year

Partners: City Staff, Chamber, and City Council

Implementation Strategy 4.1b: Working with the Economic Development Commission (4.1a), reach out to businesses in Talent and identify problems and barriers to economic development.

Implementation Steps: (1) Identify a process for reaching out to business owners for discussions, including how the outreach will be done and who will do the outreach.

When: 2 to 3 years

Partners: City Staff and Economic Development Commission

Implementation Strategy 4.1c: Revise land use and other City policies to address local barriers to economic development for existing businesses, where appropriate.

Implementation Steps: (1) Based on the results of discussions with businesses in Talent in Strategy 4.1b, the City should review its development policies to identify barriers to economic development. (2) Work with the Planning Commission to revise land use policies to lower or eliminate barriers, where possible.

When: 1 to 2 years

Partners: City Staff and Planning Commission

Implementation Strategy 4.1d: Refine existing processes to assist businesses with complying with city regulations. In addition to existing pre-application conferences staff will work to establish a user’s guide for development and to develop an expedited land use application process for commercial and industrial developments.

Implementation Steps: (1) Based on feedback from businesses in Strategy 4.1b, City staff will develop information about obtaining building permits in an expeditious manner, such as “how to” guides or other documents. (2) Work with the Economic Development Commission to determine if the documents address the issues identified by businesses.

When: 1 to 2 years

Partners: City Staff and Economic Development Commission

Objective 4.2: Support existing businesses by sharing technical resources, maintaining open communications with local business people, and providing available staff support for economic development projects initiated by the business community.

Implementation Strategy 4.2a: Evaluate whether the City has sufficient staff capacity to accomplish the proposed economic development project.

Implementation Steps: Staff will develop a program that local business owner or potential business owners can access that provides additional technical resources to projects with a significant economic impact.

When: 2 to 3 years

Partners: City Staff

Objective 4.3: Support development of a maker eco-system to support economic growth and educational and cultural opportunities.

Implementation Strategy 4.3a: Support development of a maker space and business incubator in Talent to support growth of local artisans and small-scale manufacturers.

Implementation Steps: (1) The city should evaluate opportunities to support development of a maker space and business incubator through programs such as low-interest loans and other programs. (2) Act as a convener of stakeholders interested in developing a maker space and business incubator. (3) Provide assistance with obtaining building permits for a maker space or business incubator. (4) Encourage development of buildings that would provide opportunities for small business growth, such as buildings with multiple small business space.

When: Ongoing

Partners: City Staff and Economic Development Commission

POLICY 5: Business Development: The City will plan for and nurture a favorable environment to attract and maintain new businesses.

Objective 5.1: Further downtown development and redevelopment to support employment growth and further other City development goals.

Implementation Strategy 5.1a: Complete a market readiness analysis including an in-depth visitor readiness report that addresses branding and marketing.

Implementation Steps: (1) Establish a workgroup to manage and implement this analysis, including stakeholders such as City decision makers and members of the Economic Development Commission. (2) Identify funding sources for developing this analysis. (3) Develop scope of work and hire consultants to develop the analysis.

When: 3 to 5 years

Partners: Economic Development Commission and City Staff

Implementation Strategy 5.1b: Develop an incentive program to encourage

downtown housing developments with a range of housing options and commercial support services.

Implementation Steps: (1) Develop a housing needs analysis to identify the City's housing needs. (2) Based on the City's housing deficits, if any, identify the housing types most likely to locate in commercial areas. (3) Identify the range of incentives that might best be used to encourage downtown housing and evaluate the benefits and costs of each incentive. (4) Work with the Planning Commission to determine which incentive(s) (if any) are appropriate for Talent. (5) Identify funding sources to support the incentives.

When: 2 to 5 years

Partners: City Staff and Planning Commission

Implementation Strategy 5.1c: Develop a 5-year Economic Development Strategy using data on local and regional economic trends gathered through the Economic Opportunity Analysis, from goals established in the Comprehensive Plan and from interviews and surveys with local citizens and professionals.

Implementation Steps: (1) Work with the Economic Development Commission to identify a process for developing a broad economic development strategy. (2) Consider coordinating this strategy with the results of Strategies 2.1a and 5.1a.

When: 5 years

Partners: Economic Development Commission and City Staff

Objective 5.2: Encourage development of commercial and industrial land and develop plans for areas newly brought into the Talent UGB for employment uses.

Implementation Strategy 5.2a: Develop zoning policies to allow retail sales as a component of an industrial business in the City's industrial zones.

Implementation Steps: (1) Work with Planning Commission to review, identify opportunities to implement policies to allow retail sales as a component of an industrial business in industrial zones. (2) Adopt revised standards into the Zoning Code through a public process.

When: 1-2 years

Partners: City Staff and Planning Commission

Implementation Strategy 5.2b: Incorporate the existing Master Plan Development requirements into the Zoning Code establishing development standards for both industrial lands currently within the UGB and lands newly brought into the UGB.

Implementation Steps: (1) Work with Planning Commission to incorporate existing master plan development requirements into the Zoning Code. (2) Adopt updates to the Zoning Code through a

public process.

When: 1-2 years

Partners: City Staff and Planning Commission

Objective 5.3: Promote and support diversification of Talent’s economic base through growth, such as the types of businesses identified in the economic opportunities analysis.

Implementation Strategy 5.3a: The City should work with the Economic Development Commission to market commercial and industrial sites in Talent to encourage economic growth.

Implementation Steps: (1) Implementation of this Strategy is dependent on the Economic Development Commission.

When: Depends on the timing of the Economic Development Commission

Partners: Economic Development Commission and City Staff

Implementation Strategy 5.3.b: Coordinate economic development efforts with local and regional economic development organizations, including SOREDI, the Talent Chamber of Commerce, and Business Oregon.

Implementation Steps: (1) This Strategy is on-going and will be the results of continuing discussions with economic development partners.

When: On-going

Partners: Economic Development Commission

Objective 5.4: Ensure that the City’s building permitting and land use entitlement processes support business growth.

Implementation Strategy 5.4a: Identify changes to Talent’s Zoning Code or entitlement process to simplify the development process.

Implementation Steps: City will compare building permit and land use processes with other cities and work to establish an expedited process for commercial and industrial developments in key areas within the City.

When: Ongoing

Partners: City Staff

Implementation Strategy 5.4b: Review commercial and industrial systems development charges as part of renewal of the Capital Improvement Plan. Systems development charges should be adjusted (increasing or decreasing) to provide adequate funding for infrastructure improvements.

Implementation Steps: When the Capital Improvement Plan is next updated, evaluate opportunities for adjusting systems development charges to ensure that the City is able to provide

adequate funding for infrastructure improvements and, if possible, to lower systems development charges. Coordinate this task with Implementation Step 3.1a.

When: Following the review and update of a Capital Improvement Plan.

Partners: City Staff

Implementation Strategy 5.4c: Update the Capital Improvement Plan to determine if there is an opportunity to temporarily reduce systems development charges on commercial or industrial lands to stimulate economic growth.

Implementation Steps: Evaluate opportunities for temporary reduction of selected systems development charges.

When: Year 1

Partners: City Staff

Implementation Strategy 5.4d: Support development of a downtown business district, either by as a specific zoning district or by drawing a specific geographic boundary for the district. The downtown business district would provides incentives for development in downtown. The incentives for development within the business district may be financial, such as reduced land use permit fees, or non-financial, such as expedited land use permit processing.

Implementation Steps: (1) Working with a stakeholder group, identify the geographic area where the downtown business district should be. (2) Identify the range of incentives that might best be used to encourage business development in downtown and evaluate the benefits and costs of each incentive. (4) Work with the Planning Commission to determine which incentive(s) (if any) are appropriate for Talent. (5) Identify funding sources to support the incentives.

When: 2 to 5 years

Partners: City Staff and Planning Commission

POLICY 6: Higher Paying Jobs: Promote and support businesses that bring jobs with wages above the Jackson County average to Talent.

The Oregon Employment Department provides information about average wages in Jackson County in the Quarterly Census of Employment and Wages on an annual basis. In 2015, the average wage for all jobs in Jackson County was \$39,300.

Objective 6.1: Increase the number of jobs with wages above the County's average in the City of Talent.

Implementation Strategy 6.1a: Develop incentive programs to encourage businesses that provide jobs at or above the County average wage.

Implementation Steps: (1) Working with the Economic Development Commission, develop a process and evaluation criteria to implement the program. The criteria should describe

where incentives would be used (i.e., in a limited geography or across the city), the amount of job growth that will qualify for incentives, what types of businesses would qualify for incentives and under what conditions, what types of incentives would be available to businesses, the funding sources to support the incentives, and expectations of businesses given incentives. (2) Work with the City Council to adopt the program through a public process.

When: 2 to 5 years

Partners: City Staff and Economic Development Commission

Implementation Strategy 6.1b: Provide flexible zoning code language that encourages businesses that provide jobs at or above the County average wage.

Implementation Steps: City will work with the Planning Commission to establish planned development code to encourage businesses with above average wage jobs to locate in Talent. For example, the planned development code might include reduced setbacks, increased building height, or other standards that would normally require a variance.

When: 3 to 5 years

Partners: City Staff, Planning Commission, and Talent Chamber

POLICY 7: Livability: The City recognizes that livability is an important factor in the location choices of some types of businesses, and the policy of maintaining livability for the benefits of City residents is further reinforced by the potential for economic benefits.

Objective 7.1: Create a community where people want to spend time beyond the exigencies of daily life.

Implementation Strategy 7.1a: Encourage businesses providing personal services to residents, businesses, and visitors to locate in Talent, such as financial services, entertainment, restaurants, coffee shops, and other pedestrian-oriented businesses.

Implementation Steps: (1) Work with businesses and stakeholder to identify opportunities to attract these types of businesses. Coordinate this task with the work of the Economic Development Commission.

When: On-Going

Partners: City Staff and Economic Development Commission

Objective 7.2: Support development of urban amenities that contribute to Talent's livability, such as the Parks Master Plan.

Implementation Strategy 7.2a: The Parks Commission should work with Community Development to review and update the Talent Parks Master Plan.

Implementation Steps: (1) Identify a process and funding to update the Talent Parks Master Plan. (2) Work with a consultant to update the Talent Parks Master Plan through a technical and

public process.

When: 1 to 2 years

Partners: City Staff and Parks Commission

Objective 7.3. Support development of pedestrian, bicycle, and transit facilities based on recommendations from the Talent Transportation System Plan.

Objective 7.4. Promote education and cultural opportunities for all Talent residents.

Implementation Strategy 7.4a: Partner with the Talent Public Arts Commission (TPAC) or similar group to develop a policy that encourages public art with proposal of a suitable public project.

Implementation Steps: (1) Work with the Talent Public Arts Commission to develop a policy to encourage public arts with public projects. The policy should identify the process for selecting public arts projects and funding sources to pay for the art.

When: 2 to 5 years

Partners: City Staff and Talent Public Arts Commission

Implementation Strategy 7.4b: Encourage cooperation among City commissions and committees to coordinate infrastructure and activities to facilitate artistic and cultural events

Implementation Steps: (1) Identify commissions and committees that should work together to make it easier to stage events in Talent. (2) Work with stakeholders or organizations (such as the Oregon Shakespeare Festival) with experience in staging events to identify changes that would make it easier to stage events. (3) Identify actions, partnerships, or changes in process necessary to make it easier to stage events.

When: 2 to 5 years

Partners: City Staff, Economic Development Commission, Parks Commission, and other City commissions and committees

DATE: July 13, 2016
TO: Talent Planning Commission
CC: Zac Moody and Talent EOA: Community Advisory Committee and Technical Advisory Committee
FROM: Beth Goodman
SUBJECT: DRAFT: ECONOMIC DEVELOPMENT STRATEGY

The City of Talent contracted ECONorthwest to develop an economic opportunities analysis (EOA). The EOA will determine whether the City has enough land to accommodate 20-years of employment growth. The EOA will provide the basis for an update to the City's Comprehensive Plan Economic Element, as well as development of an action plan to implement the Economic policies.

This memorandum presents a draft of Talent's Economic Development Strategy, which was built from the Community Economic Development Objectives. The Policies and Objectives are based on the existing policies in the Economic Element of the Comprehensive Plan, updated based on feedback from the CAC at meetings on: 4/27/2016, 5/25/2016, and 6/22/2016.

In addition, draft implementation strategies have been added for some Objectives, based on suggestions from the CAC or discussions between ECONorthwest and City staff. These implementation strategies have been reviewed and revised through discussion with the TAC and CAC. At the June 22nd meeting, the CAC unanimously recommended that the Planning Commission recommend the Economic Development Strategy and revised Comprehensive Plan Economic Element to the City Council for adoption.

POLICY 1: Land Availability: The City will plan for a 20-year supply of suitable commercial and industrial land on sites with a variety of characteristics (e.g., site sizes, locations, visibility, and other characteristics).

Objective 1.1: Provide for an adequate supply of commercial and industrial land to accommodate the types and amount of economic development and growth anticipated in the future, as described in the City's most recent Economic Opportunities Analysis. The supply of commercial and industrial land should provide a range of site sizes and locations to accommodate the market needs of a variety of commercial and industrial employment uses.

Implementation Strategy 1.1a: Identify changes in zoning or plan designation necessary to provide for an adequate supply of commercial and industrial land.

Implementation Steps: (1) Monitor development of commercial and industrial areas. As development or re-zoning occurs, identify the point at which the City no longer has sufficient commercial or industrial land. (2) Develop an economic opportunities analysis every five to ten years.

When: On-going

Partners: City Planning Department

Implementation Strategy 1.1b: Work with property owners and their representatives to ensure that key development and redevelopment sites are known, ready to develop, and marketed.

Implementation Steps: (1) Maintain communication with key property owners and their representatives to assess site availability for development or redevelopment. (2) Maintain a list or map of key development sites that are available for development or redevelopment. (3) Work with the Economic Development Commission (from strategy 4.1a) to make key development opportunities in Talent known.

When: On-going

Partners: City Planning Department; Economic Development Commission

Implementation Strategy 1.1.c: Develop and implement a system to monitor the supply of commercial and industrial lands. This includes monitoring commercial and industrial development (through permits) as well as land consumption (e.g. development on vacant, or redevelopable lands).

Implementation Steps: (1) Develop a monitoring system for land development based on development applications, starting with the inventory of buildable lands completed for the 2016 economic opportunities analysis. (2) Update the inventory of buildable lands on an annual basis.

When: 1 to 2 years

Partners: City Planning Department

Objective 1.2: Provide for an adequate short-term supply of suitable commercial and industrial land to respond to economic development opportunities as they arise.

“Short-term supply” means suitable land that is ready for construction usually within one year of an application for a building permit or request for service extension. “

Implementation Strategy 1.2a: Identify commercial and industrial land that is in the short-term supply of land.

Implementation Steps: (1) Identify sites with existing access to key infrastructure, including water, wastewater, stormwater, and transportation. (2) Identify sites that could be reasonably serviced with key infrastructure in the next year. Together, these sites are the short-term supply of land.

When: 1 to 2 years

Partners: City Planning Department and Public Works Department

Implementation Strategy 1.2b: As commercial and industrial land is developed, actively plan to replenish the short-term supply of land through coordinating land use planning with capital improvement planning.

Implementation Steps: Update the inventory of short-term land supply in Strategy 1.2a with monitoring in Strategy 1.1c.

When: On-going

Partners: City Planning Department

POLICY 2: Infill and Redevelopment: The City will support and encourage infill and redevelopment, especially in in downtown, as a way to use land and existing infrastructure more efficiently.

“Infill” is additional development on the vacant portion of a tax lot with existing development (i.e., putting a new building on a 2-acre tax lot where the existing building occupies one-half of an acre). “Redevelopment” is when an existing building is demolished and a new building is built, adding additional capacity for more employees. Redevelopment could also include substantial renovations of an existing building that increases the employment capacity of the building.

Objective 2.1: The City will develop policies and programs to encourage commercial and mixed-use development in downtown.

Implementation Strategy 2.1a: Establish a goal to survey Talent residents about the types of businesses they want in downtown and what changes are needed to draw them to downtown.

Implementation Steps: (1) Work with the City Council to establish this goal. (2) Identify partners to work with on the survey and sources of funding to implement the survey, such as the Economic Development Commission (from strategy 4.1a). (3) Identify a funding source and a process to implement the survey.

When: 1 to 2 years: City Council establish this goal and Economic Development Commission formed
2 to 3 years: Survey implemented

Partners: City Planning Department, Economic Development Commission, and City Council

Implementation Strategy 2.1b: Identify sites for redevelopment, especially in commercial areas such as downtown, and work with landowners to address issues preventing redevelopment (e.g., needed zoning change, infrastructure investments, etc.).

Implementation Steps: Continue to work with property and business owners in the downtown area, conducting surveys and one-on-one meetings to gather information on barriers to redevelopment.

When: 1 to 3 years

Partners: City Planning Department

Implementation Strategy 2.1c: Review and update commercial design standards emphasize building maintenance as part of an effort at improving the appearance in downtown.

Implementation Steps: (1) Work with Planning Commission to review, identify opportunities to change the design standards, and develop new commercial design standards. (2) Adopt revised design standards through a public process.

When: 1 to 3 years

Partners: City Planning Department and Planning Commission

Implementation Strategy 2.1d: Support and encourage implementation or amendment of the West Valley View Master Plan to develop or redevelop properties within the Master Plan area.

Implementation Steps: Review the West Valley View Master Plan and work with partners to implement the Master Plan.

When: Within 1 year

Partners: City Planning Department

Implementation Strategy 2.1e: Develop master plans to guide development of the following areas: (1) Valley View Road from OR 99 to I-5 and (2) OR 99 from Rapp Rd to Creel Rd.

Implementation Steps: (1) Identify funding sources for developing master plans for these areas. (2) Develop scope of work and hire consultants to develop the master plans.

When: 2 to 5 years

Partners: City Planning Department

Implementation Strategy 2.1f: Identify and plan for investments and infrastructure necessary to support redevelopment of key sites.

Implementation Steps: (1) As part of the master plans in Strategy 2.1e, identify investments necessary to implement the master plans. (2) Work funding for the infrastructure investments into the Capital Improvements Plan.

When: 5 to 10 years

Partners: City Planning Department and Public Works Department

Objective 2.2: The City will develop policies to encourage residential development in downtown and other commercial areas, such as policies that allow ground-floor spaces that can be used for residential or commercial uses.

Implementation Strategy 2.2a: Evaluate opportunities to rezone undeveloped commercial land on streets that are not adjacent to Talent Avenue to meet identified residential land needs.

Implementation Steps: (1) Develop a housing needs analysis to identify the City's housing needs. (2) Based on the City's housing deficits, if any, identify undeveloped commercial land in areas compatible for development of the types of housing the City has deficits of.

When: 1 to 2 years

Partners: City Planning Department

Implementation Strategy 2.2b: Develop policies to allow ground floor residential use as a temporary use in commercial mixed-use buildings. These policies should include provisions such as: design standards to ensure that the ground floor in new commercial buildings is designed for commercial use and zoning districts or overlay areas these uses are allowed.

Implementation Steps: (1) Work with Planning Commission to review, identify opportunities to implement policies to allow floor ground residential use as a temporary use in commercial mixed-use buildings. (2) Adopt revised design standards through a public process.

When: 2 to 3 years

Partners: City Planning Department and Planning Commission

Objective 2.3: The City will develop policies to identify industrial areas that are more appropriate for other uses (e.g., residential uses) based on their site characteristics (e.g., location, size, configuration, or transportation access).

Implementation Strategy 2.3a: Identify sites appropriate to re-zone for residential uses in industrial areas.

Implementation Steps: (1) Develop a housing needs analysis to identify the City's housing needs. (2) Based on the City's housing deficits, if any, identify undeveloped industrial land in areas compatible for development of the types of housing the City has deficits of.

When: Within 1 year

Partners: City Planning Department

Implementation Strategy 2.3b: If industrial sites are re-zoned to residential uses, identify new industrial sites suitable to replenish the supply of industrial land to meet Talent's identified industrial land need in the Economic Opportunities Analysis.

Implementation Steps: (1) This strategy will be implemented if industrial land is re-zoned, such as through Implementation Strategy 2.3a. (2) Conduct analysis to identify suitable industrial sites to meet Talent's industrial land need identified in the Economic Opportunities Analysis, which may be found inside or outside of the city's Urban Growth Boundary.

When: With implementation of 2.3a

Partners: City Planning Department

POLICY 3: Infrastructure Support: Provide adequate infrastructure efficiently and fairly to support employment growth.

Objective 3.1: The City will coordinate capital improvement planning to ensure infrastructure availability on employment land and continue to pursue funding for needed infrastructure to support economic development activities. (Specific infrastructure Goals and strategies are included in the Public Facilities and Services and Transportation Elements.)

Implementation Strategy 3.1a: Coordinate capital improvement planning at minimum every 5 years, with land use and transportation planning to coincide with the City's Economic Development Strategy.

Implementation Steps: (1) When the City next updates the capital improvement plan, work with the Public Works Department to ensure that infrastructure investments necessary to support economic development are reflected in the plan.

When: 1 to 2 years

Partners: City Planning Department, Public Works Department, Parks Commission, and City Administration

Implementation Strategy 3.1b: Ensure that public-private development agreements to recover costs are in effect prior to financing public improvements.

Implementation Steps: (1) Evaluate each public-private development agreement to ensure the agreement includes necessary cost recovery agreements.

When: On-going

Partners: City Planning Department

Implementation Strategy 3.1c: Efficiently use existing infrastructure by promoting development, infill, re-use, and redevelopment for commercial and industrial uses.

Implementation Steps: This will be accomplished with implementation of the strategies under Policy 2.

When: On-going

Partners: City Planning Department

Implementation Strategy 3.1d: Complete development of the transportation infrastructure (i.e., roundabout and road) adjacent to the Talent Irrigation District’s site, once the headquarters has been relocated.

Implementation Steps: City Planning Department will work with Public Works, Urban Renewal and City Administration to ensure infrastructure is located in a manner that will promote orderly development of the core downtown area, including location of alleys and public parking areas.

When: Within 1 year

Partners: City Planning Department and Public Works Department

Implementation Strategy 3.1e: Support development of citywide high-speed internet access and other telecommunications infrastructures to support business development.

Implementation Steps: Work with existing providers or seek new providers to provide expanded high-speed internet access in all areas of town.

When: On-going

Partners: City Planning Department, Public Works and City Administration

Implementation Strategy 3.1f: Provide information on infrastructure availability on a site-by-site basis so that developers are able to readily assess infrastructure availability on any given site.

Implementation Steps: This strategy should be implemented in conjunction with 1.1b, 1.2a, 1.2b, 2.1b, 2.1e, and 2.1f.

When:

Partners: City Planning Department and Public Works Department

POLICY 4: Existing Business Support and Assistance: The City will support, and encourage retention and expansion of existing business that align with Talent’s other community development goals.

Objective 4.1: Retain and encourage growth of existing businesses in Talent.

Implementation Strategy 4.1a: The City should work with local stakeholders and businesses to establish an Economic Development Commission.

Implementation Steps: City Planning Department will work with City Council and local Chamber to establish the Economic Development Commission.

When: Within 1 year

Partners: City Planning Department, Chamber, and City Council

Implementation Strategy 4.1b: Working with the Economic Development Commission (4.1a), reach out to businesses in Talent and identify problems and barriers to economic development.

Implementation Steps: (1) Identify a process for reaching out to business owners for discussions, including how the outreach will be done and who will do the outreach.

When: 2 to 3 years

Partners: City Planning Department and Economic Development Commission

Implementation Strategy 4.1c: Revise land use and other City policies to address local barriers to economic development for existing businesses, where appropriate.

Implementation Steps: (1) Based on the results of discussions with businesses in Talent in Strategy 4.1b, the City should review its development policies to identify barriers to economic development. (2) Work with the Planning Commission to revise land use policies to lower or eliminate barriers, where possible.

When: 1 to 2 years

Partners: City Planning Department and Planning Commission

Implementation Strategy 4.1d: Refine existing processes to assist businesses with complying with city regulations. In addition to existing pre-application conferences staff will work to establish a user’s guide for development and to develop an expedited land use application process for commercial and industrial developments.

Implementation Steps: (1) Based on feedback from businesses in Strategy 4.1b, City staff will develop information about obtaining building permits in an expeditious manner, such as “how to” guides or other documents. (2) Work with the Economic

Development Commission to determine if the documents address the issues identified by businesses.

When: 1 to 2 years

Partners: City Planning Department and Economic Development Commission

Objective 4.2: Support existing businesses by sharing technical resources, maintaining open communications with local business people, and providing available staff support for economic development projects initiated by the business community.

Implementation Strategy 4.2a: Evaluate whether the City has sufficient staff capacity to accomplish the proposed economic development project.

Implementation Steps: Staff will develop a program that local business owner or potential business owners can access that provides additional technical resources to projects with a significant economic impact.

When: 2 to 3 years

Partners: City Planning Department and City Administration

Objective 4.3: Support development of a maker eco-system to support economic growth and educational and cultural opportunities.

Implementation Strategy 4.3a: Support development of a maker space and business incubator in Talent to support growth of local artisans and small-scale manufacturers.

Implementation Steps: (1) The city should evaluate opportunities to support development of a maker space and business incubator through programs such as low-interest loans and other programs. (2) Act as a convener of stakeholders interested in developing a maker space and business incubator. (3) Provide assistance with obtaining building permits for a maker space or business incubator. (4) Encourage development of buildings that would provide opportunities for small business growth, such as buildings with multiple small business space.

When: Ongoing

Partners: City Planning Department and Economic Development Commission

POLICY 5: Business Development: The City will plan for and nurture a favorable environment to attract and maintain new businesses.

Objective 5.1: Further downtown development and redevelopment to support employment growth and further other City development goals.

Implementation Strategy 5.1a: Complete a market readiness analysis including an in-depth visitor readiness report that addresses branding and marketing.

Implementation Steps: (1) Establish a workgroup to manage and implement this analysis, including stakeholders such as City decision makers and members of the Economic Development Commission. (2) Identify funding sources for developing this analysis. (3) Develop scope of work and hire consultants to develop the analysis.

When: 3 to 5 years

Partners: Economic Development Commission and City Planning Department

Implementation Strategy 5.1b: Develop an incentive program to encourage downtown housing developments with a range of housing options and commercial support services.

Implementation Steps: (1) Develop a housing needs analysis to identify the City's housing needs. (2) Based on the City's housing deficits, if any, identify the housing types most likely to locate in commercial areas. (3) Identify the range of incentives that might best be used to encourage downtown housing and evaluate the benefits and costs of each incentive. (4) Work with the Planning Commission to determine which incentive(s) (if any) are appropriate for Talent. (5) Identify funding sources to support the incentives.

When: 2 to 5 years

Partners: City Planning Department and Planning Commission

Implementation Strategy 5.1c: Develop a 5-year Economic Development Strategy using data on local and regional economic trends gathered through the Economic Opportunity Analysis, from goals established in the Comprehensive Plan and from interviews and surveys with local citizens and professionals.

Implementation Steps: (1) Work with the Economic Development Commission to identify a process for developing a broad economic development strategy. (2) Consider coordinating this strategy with the results of Strategies 2.1a and 5.1a.

When: 5 years

Partners: Economic Development Commission and City Planning Department

Objective 5.2: Encourage development of commercial and industrial land and develop plans for areas newly brought into the Talent UGB for employment uses.

Implementation Strategy 5.2a: Develop zoning policies to allow retail sales as a component of an industrial business in the City's industrial zones.

Implementation Steps: (1) Work with Planning Commission to review, identify opportunities to implement policies to allow retail sales as a component of an industrial business in industrial zones. (2) Adopt revised standards into the Zoning Code through a public process.

When: 1-2 years

Partners: City Planning Department and Planning Commission

Implementation Strategy 5.2b: Incorporate the existing Master Plan Development requirements into the Zoning Code establishing development standards for both industrial lands currently within the UGB and lands newly brought into the UGB.

Implementation Steps: (1) Work with Planning Commission to incorporate existing master plan development requirements into the Zoning Code. (2) Adopt updates to the Zoning Code through a public process.

When: 1-2 years

Partners: City Planning Department and Planning Commission

Objective 5.3: Promote and support diversification of Talent’s economic base through growth, such as the types of businesses identified in the economic opportunities analysis.

Implementation Strategy 5.3a: The City should work with the Economic Development Commission to market commercial and industrial sites in Talent to encourage economic growth.

Implementation Steps: (1) Implementation of this Strategy is dependent on the Economic Development Commission.

When: Depends on the timing of the Economic Development Commission

Partners: Economic Development Commission and City Planning Department

Implementation Strategy 5.3.b: Coordinate economic development efforts with local and regional economic development organizations, including SOREDI, the Talent Chamber of Commerce, and Business Oregon.

Implementation Steps: (1) This Strategy is on-going and will be the results of continuing discussions with economic development partners.

When: On-going

Partners: Economic Development Commission

Objective 5.4: Ensure that the City’s building permitting and land use entitlement processes support business growth.

Implementation Strategy 5.4a: Identify changes to Talent’s Zoning Code or entitlement process to simplify the development process.

Implementation Steps: City will compare building permit and land use processes with other cities and work to establish an expedited process for commercial and industrial developments in key areas within the City.

When: Ongoing

Partners: City Planning Department

Implementation Strategy 5.4b: Review commercial and industrial systems development charges as part of renewal of the Capital Improvement Plan. Systems development charges should be adjusted (increasing or decreasing) to provide adequate funding for infrastructure improvements.

Implementation Steps: When the Capital Improvement Plan is next updated, evaluate opportunities for adjusting systems development charges to ensure that the City is able to provide adequate funding for infrastructure improvements and, if possible, to lower systems development charges. Coordinate this task with Implementation Step 3.1a.

When: Following the review and update of a Capital Improvement Plan.

Partners: City Planning Department, Public Works Department, and City Administration

Implementation Strategy 5.4c: Update the Capital Improvement Plan to determine if there is an opportunity to temporarily reduce systems development charges on commercial or industrial lands to stimulate economic growth.

Implementation Steps: Evaluate opportunities for temporary reduction of selected systems development charges.

When: Year 1

Partners: City Planning Department and Public Works Department

Implementation Strategy 5.4d: Support development of a downtown business district, either by as a specific zoning district or by drawing a specific geographic boundary for the district. The downtown business district would provides incentives for development in downtown. The incentives for development within the business district may be financial, such as reduced land use permit fees, or non-financial, such as expedited land use permit processing.

Implementation Steps: (1) Working with a stakeholder group, identify the geographic area where the downtown business district should be. (2) Identify the range of incentives that might best be used to encourage business development in downtown and evaluate the benefits and costs of each incentive. (4) Work with the Planning Commission to determine which incentive(s) (if any) are appropriate for Talent. (5) Identify funding sources to support the incentives.

When: 2 to 5 years

Partners: City Planning Department and Planning Commission

POLICY 6: Higher Paying Jobs: Promote and support businesses that bring jobs with wages above the Jackson County average to Talent.

The Oregon Employment Department provides information about average wages in Jackson County in the Quarterly Census of Employment and Wages on an annual basis. In 2015, the average wage for all jobs in Jackson County was \$39,300.

Objective 6.1: Increase the number of jobs with wages above the County's average in the City of Talent.

Implementation Strategy 6.1a: Develop incentive programs to encourage businesses that provide jobs at or above the County average wage.

Implementation Steps: (1) Working with the Economic Development Commission, develop a process and evaluation criteria to implement the program. The criteria should describe where incentives would be used (i.e., in a limited geography or across the city), the amount of job growth that will qualify for incentives, what types of businesses would qualify for incentives and under what conditions, what types of incentives would be available to businesses, the funding sources to support the incentives, and expectations of businesses given incentives. (2) Work with the City Council to adopt the program through a public process.

When: 2 to 5 years

Partners: City Planning Department and Economic Development Commission

Implementation Strategy 6.1b: Provide flexible zoning code language that encourages businesses that provide jobs at or above the County average wage.

Implementation Steps: City will work with the Planning Commission to establish planned development code to encourage businesses with above average wage jobs to locate in Talent. For example, the planned development code might include reduced setbacks, increased building height, or other standards that would normally require a variance.

When: 3 to 5 years

Partners: City Planning Department, Planning Commission, and Talent Chamber

POLICY 7: Livability: The City recognizes that livability is an important factor in the location choices of some types of businesses, and the policy of maintaining livability for the benefits of City residents is further reinforced by the potential for economic benefits.

Objective 7.1: Create a community where people want to spend time beyond the exigencies of daily life.

Implementation Strategy 7.1a: Encourage businesses providing personal services to residents, businesses, and visitors to locate in Talent, such as financial services, entertainment, restaurants, coffee shops, and other pedestrian-oriented businesses.

Implementation Steps: (1) Work with businesses and stakeholder to identify opportunities to attract these types of businesses. Coordinate this task with the work of the Economic Development Commission.

When: On-Going

Partners: City Planning Department and Economic Development Commission

Objective 7.2: Support development of urban amenities that contribute to Talent's livability, such as the Parks Master Plan.

Implementation Strategy 7.2a: The Parks Commission should work with Community Development to review and update the Talent Parks Master Plan.

Implementation Steps: (1) Identify a process and funding to update the Talent Parks Master Plan. (2) Work with a consultant to update the Talent Parks Master Plan through a technical and public process.

When: 1 to 2 years

Partners: City Planning Department and Parks Commission

Objective 7.3. Support development of pedestrian, bicycle, and transit facilities based on recommendations from the Talent Transportation System Plan.

Objective 7.4. Promote education and cultural opportunities for all Talent residents.

Implementation Strategy 7.4a: Partner with the Talent Public Arts Commission (TPAC) or similar group to develop a policy that encourages public art with proposal of a suitable public project.

Implementation Steps: (1) Work with the Talent Public Arts Commission to develop a policy to encourage public arts with public projects. The policy should identify the process for selecting public arts projects and funding sources to pay for the art.

When: 2 to 5 years

Partners: City Planning Department and Talent Public Arts Commission

Implementation Strategy 7.4b: Encourage cooperation among City commissions and committees to coordinate infrastructure and activities to facilitate artistic and cultural events

Implementation Steps: (1) Identify commissions and committees that should work together to make it easier to stage events in Talent. (2) Work with stakeholders or organizations (such as the Oregon Shakespeare Festival) with experience in staging events to identify changes that would make it easier to stage events. (3) Identify actions, partnerships, or changes in process necessary to make it easier to stage events.

When: 2 to 5 years

Partners: City Planning Department, Economic Development Commission, Parks Commission, and other City commissions and committees

Appendix A: Implementation Schedule

Implementation Strategy	Partners	On-going	Implementation Year					
			Y1	Y2	Y3	Y4	Y5	Y6 to Y10
1.1a: Identify changes in zoning or plan designation	CPD	█						
1.1b: Work with property owners and their representatives	CPD; EDC	█						
1.1.c: Develop and implement a system to monitor the supply of commercial and industrial lands.	CPD		█	█				
1.2a: Identify commercial and industrial land that is in the short-term supply of land.	CPD; PWD		█	█				
1.2b: Actively plan to replenish the short-term supply of land	CPD	█						
2.1a: Establish a goal to survey Talent residents.	CPD; EDC; CC		█	█	█			
2.1b: Identify sites for redevelopment.	CPD		█	█	█			
2.1c: Review and update commercial design standards	CPD; PC		█	█	█			
2.1d: Implement the West Valley View Master Plan	CPD		█					
2.1e: Develop master plans to guide development of the following areas: (1) Valley View Road from OR 99 to I-5 and (2) OR 99 from Rapp Rd to Creel Rd.	CPD			█	█	█	█	
2.1f: Identify and plan for investments and infrastructure necessary to support redevelopment of key sites.	CPD; PWD						█	█
2.2a: Evaluate opportunities to rezone undeveloped commercial land on streets that are not adjacent to Talent Avenue.	CPD		█	█				
2.2b: Develop policies to allow ground floor residential use as a temporary use in commercial mixed-use buildings.	CPD; PC			█	█			
2.3a: Identify sites appropriate to re-zone for residential uses in industrial areas.	CPD		█					
2.3b: If 2.3a is implemented, replenish the supply of industrial land to meet Talent’s identified industrial land need	CPD		<i>Implemented if 2.3a is implemented</i>					
3.1a: Coordinate capital improvement planning at minimum every 5 years	CPD; PWD; Parks; CA		█	█				
3.1b: Ensure that public-private development agreements to recover costs are in effect prior to financing public improvements.	CPD	█						
3.1c: Efficiently use existing infrastructure by promoting development, infill, re-use, and redevelopment for commercial and industrial uses.	CPD	█						
3.1d: Complete development of the transportation infrastructure	CPD; PWD		█					
3.1e: Support development of citywide high-speed internet access and other telecommunications infrastructures	CPD; PWD	█						
3.1f: Provide information on infrastructure availability on a site-by-site basis	CPD; PWD							
4.1a: Work with local stakeholders and businesses to establish an Economic Development Commission.	CPD, Chamber, CC		█					
4.1b: Reach out to businesses in Talent and identify problems and barriers to economic	CPD; EDC			█	█			
4.1c: Revise land use and other City policies to address local barriers to economic development	CPD; PC		█	█				
4.1d: Refine existing processes to assist businesses with complying with city regulations.	CPD; EDC		█	█				

Implementation Strategy	Partners	On-going	Implementation Year						
			Y1	Y2	Y3	Y4	Y5	Y6 to Y10	
4.2a: Evaluate whether the City has sufficient staff capacity to accomplish the proposed economic development project.	CPD; CA								
4.3a: Support development of a maker space and business incubator	CPD; EDC								
5.1a: Complete a market readiness analysis	EDC; CPD								
5.1b: Develop an incentive program to encourage downtown housing developments	CPD; PC								
5.1c: Develop a 5-year Economic Development Strategy	EDC; CPD								
5.2a: Develop zoning policies to allow retail sales as a component of an industrial business in the City's industrial zones.	CPD; PC								
5.2b: Incorporate the existing Master Plan Development requirements into the Zoning Code establishing development standards	CPD; PC								
5.3a: The City should work with the Economic Development Commission	EDC; CPD	<i>Depends on the timing of the EDC</i>							
5.3.b: Coordinate economic development efforts with local and regional economic development organizations	EDC								
5.4a: Identify changes to Talent's Zoning Code or entitlement process to simplify the development process.	CPD								
5.4b: Review commercial and industrial systems development charges as part of renewal of the Capital Improvement Plan.	CPD; PWD; CA	<i>Following the review and update of a Capital Improvement Plan.</i>							
5.4c: Update the Capital Improvement Plan	CPD; PWD								
5.4d: Support development of a downtown business district	CPD; PC								
6.1a: Develop incentive programs to encourage businesses that provide jobs at or above the County average wage.	CPD; EDC								
6.1b: Provide flexible zoning code language that encourages businesses that provide jobs at or above the County average wage.	CPD; PC; Chamber								
7.1a: Encourage businesses providing personal services to residents, businesses, and visitors to locate in Talent, such as financial services.	CPD; EDC								
7.2a: Review and update the Talent Parks Master Plan.	CPD; Parks								
7.4a: Develop a policy that encourages public art with proposal of a suitable public project	CPD; Talent Public Arts Commission								
7.4b: Encourage cooperations among City commissions and committees to facilitate artistic and cultural events	CPD; EDC; Parks; other City commissions and committees								

Partner abbreviations: CPD: City Planning Department
EDC: Economic Development Commission
PWD: Public Works Department
CC: City Council
PC: Planning Commission
Parks: Parks Commission
CA: City Administration



Curtis Whipple
Chief of Police

CITY OF TALENT POLICE DEPARTMENT

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TO: City Manager Corrigan
FROM: Chief Curtis Whipple
DATE: August 4, 2016
RE: Talent PD Statistics for Year and Second Quarter
Accomplishments

City Manager Corrigan,

From January 1, 2016 – June 30, 2016 Talent PD handled 1,970 cases. Of these the following significant crimes were investigated. Each of these categories are up in relationship with last year, with the exception of Assaults which are down 3% and Theft which is down 11%.

Many of the crime statistics which are up, I consider good although this is contrary to what someone would think. We are up 500% in the felon in possession of a weapon, 25% in drug offenses, 21% in fugitive arrests and 80% in DUII arrests. These numbers are good as they are proactive numbers in which officers are showing they out preventing and detecting crimes as opposed to waiting for a call for service.

Rape	2	Unauthorized Use of Vehicle	5
Assault	31	Unauthorized Entry to Vehicle	8
Burglary	13	Felon in Possession Weapon	6
Theft	49	Driving Under the Influence	27
Fugitives	52	Drug Offenses	20

In compliance with the Americans with Disabilities Act, if you need special assistance, please contact TTY phone number 1-800-735-2900 for English and for Spanish please contact TTY phone number 1-800-735-3896.

The City of Talent is an Equal Opportunity Provider

In the second quarter (April – June) Officers of the Talent Police Department participated in the following Community Service Activities:

- The Ashland “Otter Scouts” were given a tour of the Talent Police Department as well as asked questions regarding being a police officer.
- Officers participated in the Talent Elementary School Flag Ceremony.
- A Drug Takeback event was conducted resulting in two boxes of prescription drugs which were destroyed.
- Officer assisted with a Maslow Project car show at Brammo
- An EOC exercise was conducted with Fire District 5, Phoenix and other members of the City of Talent. This event was focused on a Cascadia event, but also developed into a general discussion of other types of emergencies which might occur in and around the City.
- A new Mental Health worker assigned to the South County area was introduced and has been working with TPD.
- Training for all officers on use of an implementation of Naloxone.

Several significant cases were conducted in the second quarter including:

- A significant Burglary of a residence which led to an unknown suspect being identified and a warrant being issued for his arrest.
- A rape/sexual abuse case was investigated which ended with a suspect being interviewed and giving a confession. He was lodged at the jail.
- A Search Warrant was conducted at a residence which led to 83 grams of methamphetamine and 32 grams of heroin being seized along with a suspect being taken into custody.
- A traffic stop was conducted in which 13 grams of methamphetamine were seized and one subject arrested.
- An assist to the Phoenix PD ended with officers searching the area of the greenway. Once there they found a subject not involved in the original case peering thru a hole in a fence at two young children. This subject was found to be a registered sex offender who was recently released from prison. He was taken to jail for a parole violation and subsequently sent back to prison. This is crime prevention at its best!

In addition to the above, 929 traffic citations were issued from January 1, 2016 to June 30, 2016 with 535 of those in the Second Quarter.

In compliance with the Americans with Disabilities Act, if you need special assistance, please contact TTY phone number 1-800-735-2900 for English and for Spanish please contact TTY phone number 1-800-735-3896.

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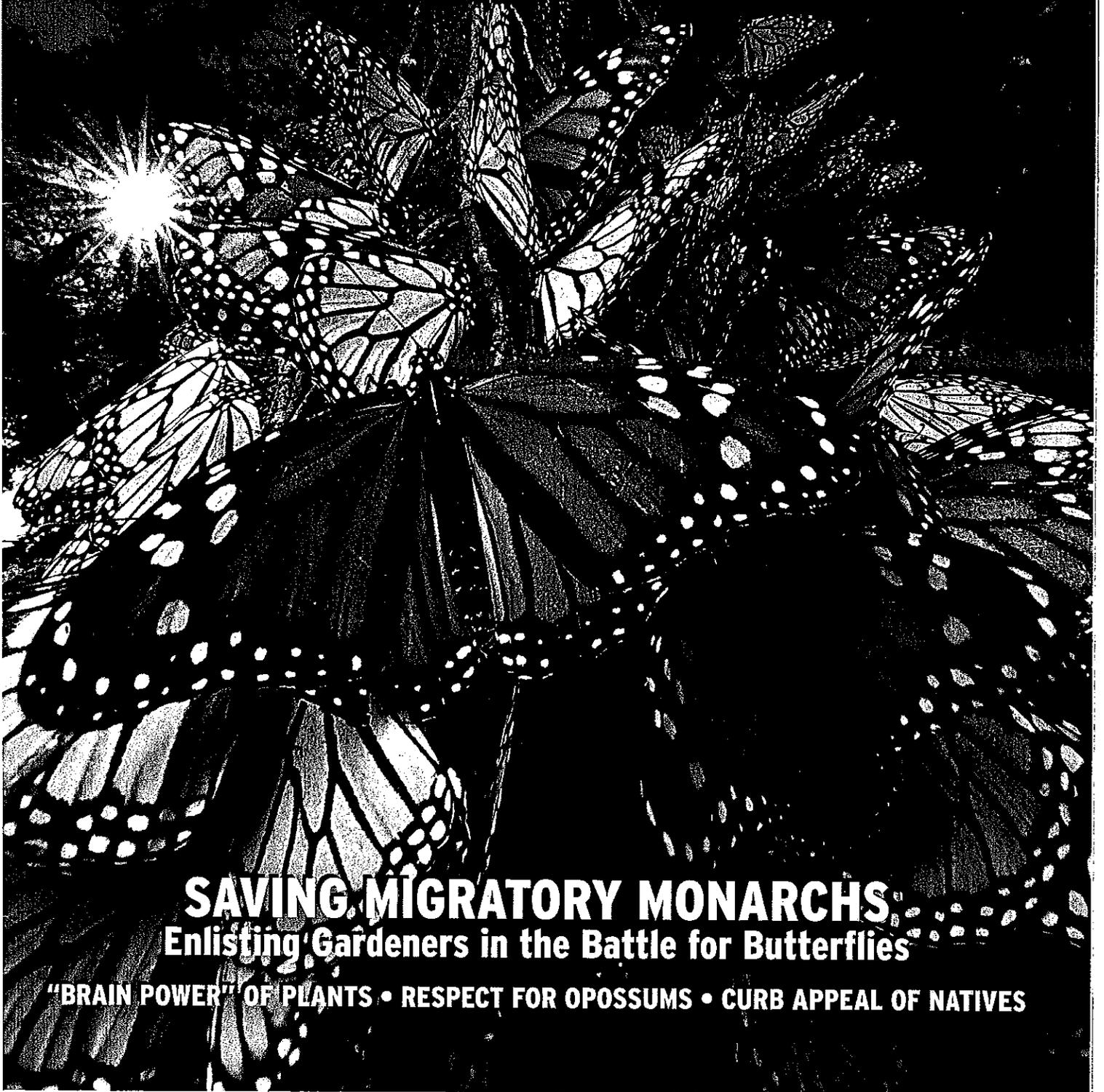
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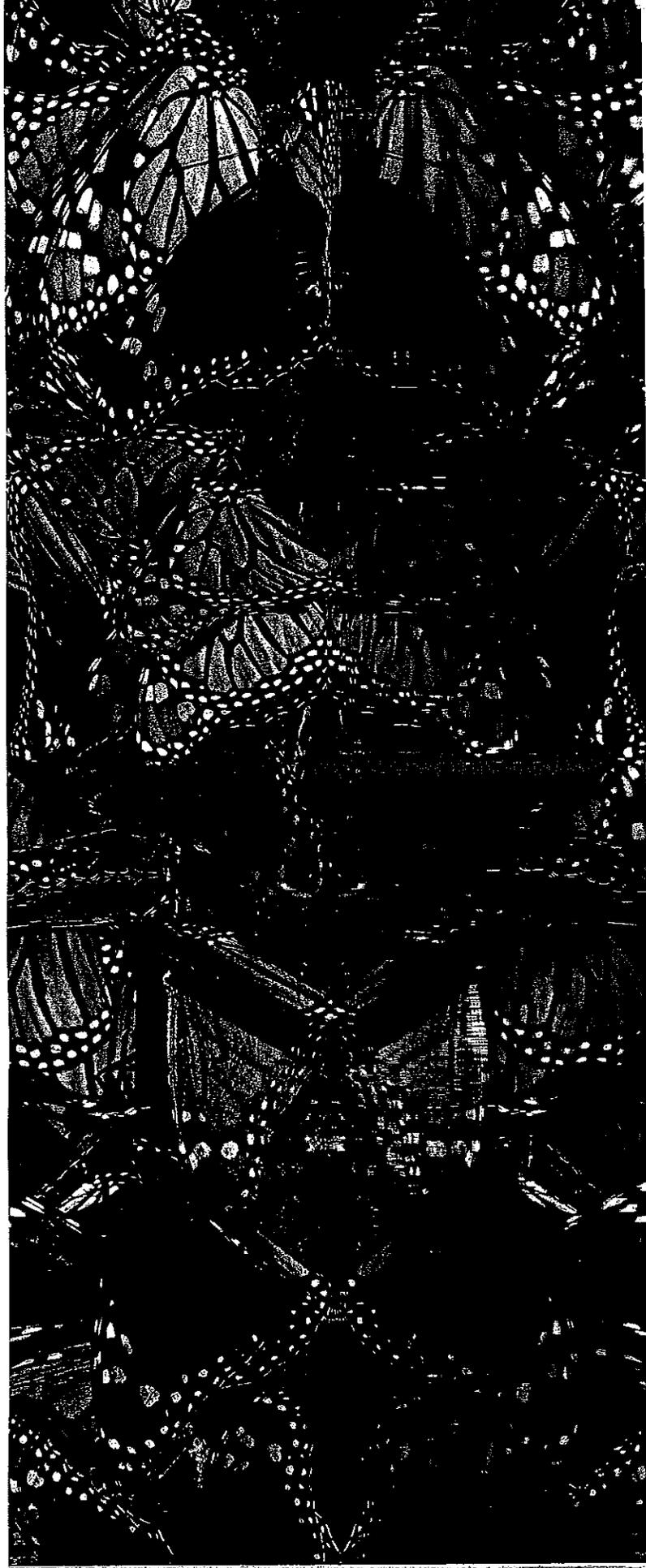
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SAVING MIGRATORY MONARCHS Enlisting Gardeners in the Battle for Butterflies

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Battle for Butterflies

The fight to bring back North America's dwindling migratory monarchs

By LAURA TANGLEY

Mastering to migrate north to spring and summer breeding grounds, monarchs gather by a puddle in the Sierra Chincua, one of a handful of sites in Mexico where the butterflies overwinter. Their numbers have dropped more than 80 percent in the past two decades.

After passing the winter hunkered down on evergreens in central Mexico or coastal California, monarch butterflies are on the move again this spring. Fluctuating 25 to 30 miles a day, the insects are headed north and east toward breeding grounds that by mid-summer will stretch from coast to coast across the United States and as far north as southern Canada.

Conservationists hope gardeners will spot more of the beloved orange-and-black butterflies in their yards this year than last. As this issue went to

press in February, Mexican researchers had just announced results of their annual survey of monarchs roosting in the country's high-elevation, oyamel fir forests—the winter home to 99 percent of North America's monarch population. The scientists estimate that in the winter of 2014 to 2015, these forests housed 56.6 million monarchs—up 69 percent from the previous year's survey, when the insects' numbers fell to historic lows.

While the news from Mexico was welcome, the increase "does not mean the monarch butterfly has

recovered," says Chip Taylor, director of the nonprofit Monarch Watch and a biologist at the University of Kansas. The latest count remains one of the lowest ever recorded, he notes, "and even if its numbers doubled or tripled, North America's monarch population remains very small and very vulnerable."

According to scientists, the continent's monarch population has declined by more than 80 percent from its average during the past two decades—and by more than 90 percent from its peak of nearly one billion

freezing but not so warm they begin to reproduce and burn up fat reserves needed to migrate in spring. Brower discovered just how picky the butterflies are in the early 2000s when he and his colleagues conducted a series of aerial searches for Mexican monarch colonies that had not yet been identified. Though the researchers surveyed more than 135 square miles of forest that appeared to be suitable habitat (based on elevation and tree cover), they found no sign of the butterflies outside a small number of sites scientists discovered in the 1970s. "The extraordinary site fidelity and extreme localization of colonies within such a small portion of available habitat underscore the utter urgency of protecting the forests," they wrote in *American Entomologist*.

Migration Marvels

North America's monarch migration—up to 3,000 miles round-trip—and large winter aggregations make up one of the greatest natural history spectacles on Earth. While many bird species undertake longer seasonal movements, monarchs are different because their migration takes place over several generations. Butterflies flying to Mexico in fall are the grandchildren of insects that departed the previous spring. These individuals have never seen their winter habitat—and how they find their way remains largely a mystery.

Scientists have known for several years that monarchs use a sun compass, with receptors located in their antennae, to orient southward in fall. Last summer, researchers from the University of Massachusetts Medical School reported in *Nature Communications* that the insects also possess a magnetic compass, explaining how they can still travel south on overcast days. "But none of this tells us how monarchs that have never been to Mexico navigate to the same grove of trees—sometimes the same trees—their ancestors did generations before," Brower says. If and when that mystery is solved, he adds, "It will be a great scientific discovery."

Whether bound for Mexico (most butterflies east of the Rocky Mountains) or California (most to the west), monarchs must winter in habitats that are warm enough to prevent

ing these Mexican forests, where large-scale, illegal logging was destroying or degrading vast expanses of habitat. Thanks to such efforts, "the Mexican authorities began effectively enforcing regulations to protect monarch reserves about seven years ago," says Scott Hoffman Black, executive director of the Xerces Society for Invertebrate Conservation and co-chair of the Monarch Joint Venture, a partnership of more than 20 U.S. federal and state agencies, universities and nongovernmental organizations, including the National Wildlife Federation. "Enforcement, along with economic support for local people, has mostly curtailed large-scale logging." Small-scale tree removal—which can alter the microclimate monarchs need—remains a problem, he adds.

Transborder Threats

Now a more formidable threat has emerged on the U.S. side of the border: the destruction of habitat across the butterflies' breeding range, particularly milkweed loss in the Midwest. Host plants for monarchs, milkweeds are the only plants the butterflies' caterpillars can eat. Moreover, "the majority of the world's monarchs are produced by milkweeds in the Corn Belt," says University of Minnesota biologist Karen Oberhauser, co-chair of the Monarch Joint Venture. She and Iowa State University biologist John Plesants estimated that more than 60 percent of the region's milkweeds were lost between 1999 and 2012. During the same period, Oberhauser says, the Midwest produced 88 percent fewer monarch butterflies than it did before 1999.

Milkweeds—along with the nectar plants monarchs need to fuel migration—have fallen prey to changes in midwestern farming practices. The most detrimental has been development and increased planting of corn and soybeans genetically engineered

freezing but not so warm they begin to reproduce and burn up fat reserves needed to migrate in spring.

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Conservationists concerned about monarchs focused initially on protect-



NWF Priority

Push for Pollinators

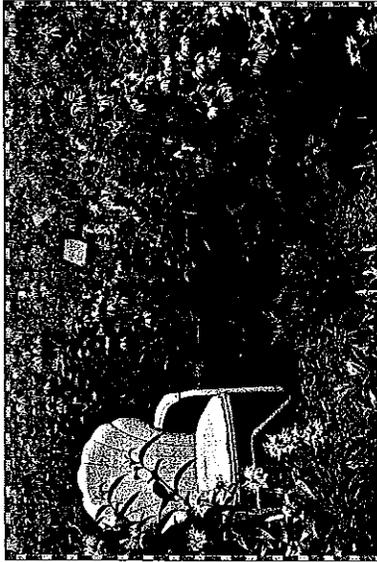
As part of a larger effort to protect pollinators, NWF and the U.S. Fish and Wildlife Service signed an agreement in February calling on citizens to help monarchs by cultivating milkweed and native nectar plants. Unlike with many environmental crises, "we don't have to wait for someone else to take action," says NWF President Collin O'Mara. Adds Mary Phillips of the Federation's Garden for Wildlife program: "With some 400,000 participants, we offer tremendous potential to create new monarch habitat nationwide." To find out more—and to learn how NWF affiliates are helping pollinators—visit www.nwf.org/pollinators.



A monarch caterpillar (top) feasts on common milkweed in a Wisconsin backyard. As the larva grows, it will shed its skin, or molt, five times over about two weeks before forming a chrysalis. The butterfly emerges from its chrysalis (above) after another 10 to 14 days.



A monarch sips nectar from a purple coneflower in a Maryland garden. Conservationists are calling on gardeners nationwide to plant more such native nectar sources, along with milkweeds for larvae, to help replace tens of millions of acres of lost monarch habitat.

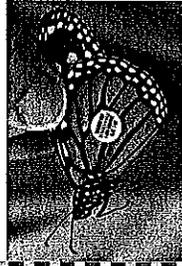


How You Can Help Monarch Butterflies

Purple coneflowers, black-eyed Susans and bee balm in an Iowa yard (above) offer a feast of native nectar for monarch butterflies. "As monarchs lose more and more habitat on agricultural lands, backyards have become increasingly important," says Xerces Society Endangered Species Program Director Sarina Jepsen. Here's how gardeners can help in a new, nationwide monarch-recovery effort.

Plant milkweeds native to your region. Because they coevolved with your region's wildlife, native milkweeds are best. Recent research shows that one popular nonnative—tropical milkweed—may even harm monarchs in the Southeast. That's because, unlike indigenous species, tropical milkweed does not die back in areas that stay warm during winter, encouraging nonmigratory monarchs to breed year-round and causing the buildup of a debilitating parasite, called OE, that caterpillars ingest when eating the leaves. Sources of native milkweeds include Monarch Watch's Milkweed Market and the Xerces Society's Milkweed Seed Finder.

Cultivate native nectar plants. Nectar sources are especially important during spring and fall when monarchs migrate and need to fuel their flights, which can reach 2,000 miles during fall. Sources for native nectar plants include the Lady Bird Johnson Wildflower Center's Native Plant Database and regional planting guides published by the Pollinator Partnership.



Avoid pesticides. In particular, steer clear of systemic insecticides such as neonicotinoids. These are taken up by plants' vascular systems, leaving caterpillars and butterflies that feed on leaves, nectar and pollen exposed to the poison long after it has been applied.

Participate in citizen science. Biologists need volunteers to help study monarchs. Monarch Watch participants tag migrating butterflies (above), in the Monarch Larva Monitoring Project, you can check milkweed for eggs and larvae. With Journey North, volunteers report monarch sightings, and Monarch Health participants test butterflies for OE parasites. Broad participation in these continent-wide programs reflects public support that "has really given me hope," says University of Minnesota biologist and Monarch Larva Monitoring Project founder Karen Oberhauser.

storm in 2002 killed an estimated 500 million monarchs—eight times more butterflies than survive in North America today.

Butterfly Heroes

Known to most Americans since grade-school biology, monarchs are iconic insects whose popularity may help save them. Indeed, an unprecedented effort to bring back the butterfly began in February 2014, when President Barack Obama met with Mexico's President Enrique Peña Nieto and Canada's Prime Minister Stephen Harper in Toluca, Mexico.

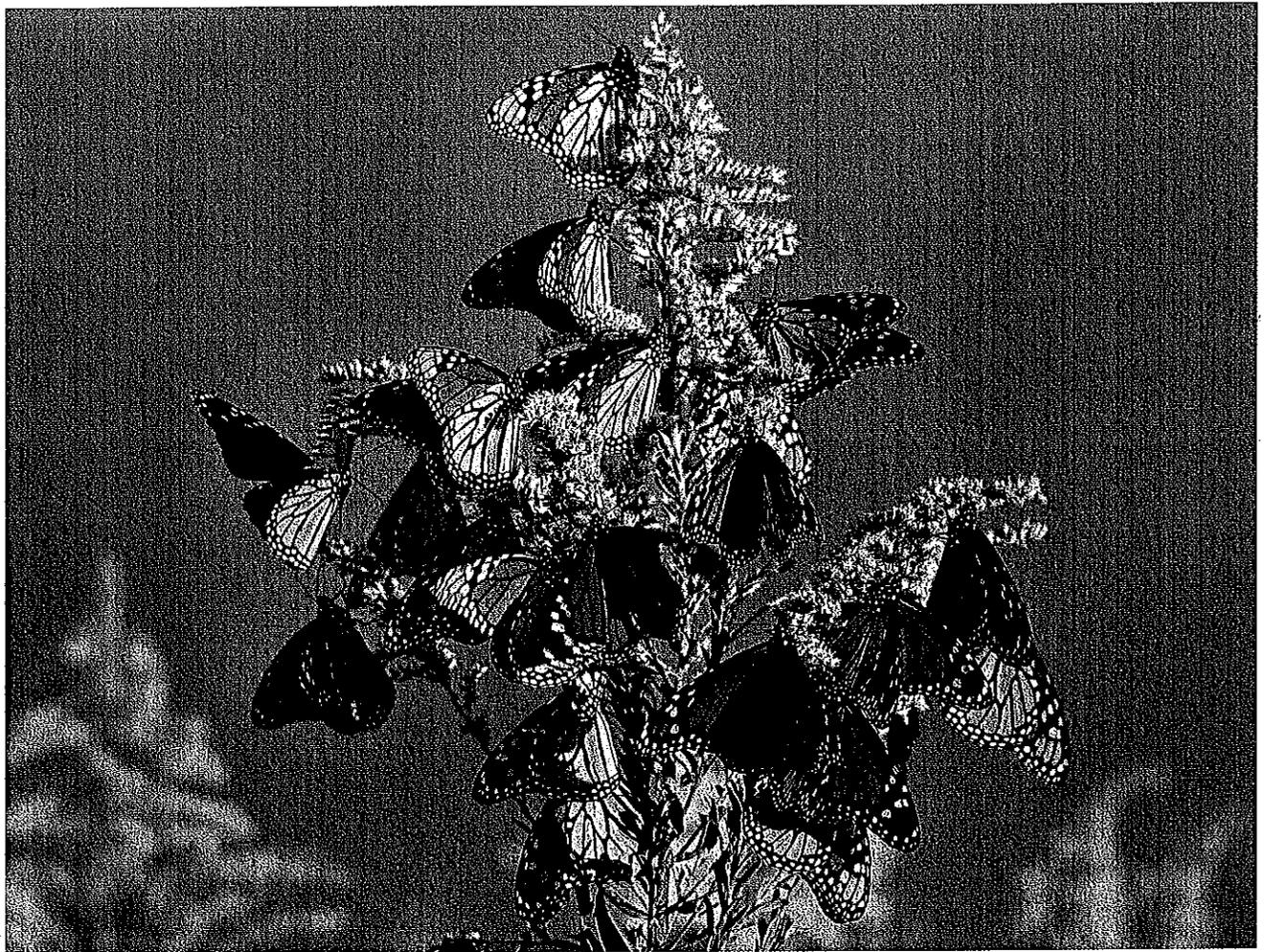
plants, called swallow-worts, but their caterpillars cannot eat the leaves and die.

Monarchs also have been hit hard in recent years by extreme weather such as droughts, storms, heat waves and unusually cold or wet springs that delay reproduction—events likely to become more frequent with climate change. Some studies suggest that by the end of this century, global warming may actually eliminate forests within the insects' Mexican reserves. Even without such losses, overwintering butterflies are constantly at risk from bad weather. A single

to survive applications of the herbicide glyphosate, or Roundup. The Ready" crops today allows farmers to apply the herbicide widely, killing off milkweed and other native plants that once thrived between crop rows and along the edges of millions of acres of agricultural land.

Milkweed losses also have been driven by the massive conversion of grasslands, rangelands and former conservation reserves to monocultures of corn and soybeans—a change propelled in large part by federal pressure to develop ethanol as

KAREN OBERHAUSER
TOP: SUSAN DAVY/AGREX; MIDDLE: BOITTO; BOTTOM: NICK ARNETT (GARDEN PICTURES)



To fuel their journey south, monarchs in Texas feed on native goldenrod in late fall. The great-grandchildren of insects that left Mexico the previous spring, these butterflies have never been to their winter habitat, and how they find their way remains mysterious.

One result of their “Three Amigos” summit was creation of a three-nation working group on monarch butterflies. Two months later, the White House convened a meeting of scientists and conservationists to discuss declining pollinators, focusing on bees and monarchs. “I never expected that a President of the United States would draw attention to this problem,” says Sarina Jepsen, endangered species program director for the Xerces Society, one of 60 groups represented at the meeting.

Last June, the White House went one step further, issuing a memorandum that calls for creation of a federal strategy to protect pollinators. Specifically, the president directed the heads of more than a dozen government agencies to take action on behalf of

bees, monarchs and other pollinators—moves with considerable conservation potential given that the government owns hundreds of millions of acres ranging from national parks, forests and wildlife refuges to rights-of-way along federal highways, pipelines and power lines.

Monarch Task Force

One task force, led by U.S. Fish and Wildlife Service Director Dan Ashe, focuses on monarchs, and the service is reviewing a petition to list the butterfly as threatened under the U.S. Endangered Species Act. Meanwhile, dozens of nongovernmental groups—including NWF (see box on page 25)—are mobilizing members and partners nationwide to

restore milkweed and native nectar-plant habitat for monarchs.

Will such efforts be enough? “The scale of habitat loss is so great that we’ve only just begun,” Jepsen admits. According to Taylor, one million acres of milkweed must be planted annually simply to keep pace with new losses. Creating all the habitat monarchs need, he adds, “requires the largest habitat-restoration program ever attempted in the world.” Still, he and other scientists believe it is doable—with sufficient will, collaboration and long-term financial commitment. “There is no reason to lose the monarch migration,” Taylor says. ❖

Senior Editor Laura Tangley is a butterfly-friendly wildlife gardener.