



Community Vision Plan 2022

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Key to Understanding

Vision: A statement of what residents would like the Applegate to be in the long-term for a particular focus area. This overarching future direction is meant to guide and connect strategies, actions, and implementation efforts for those focus areas.

Strategy: A statement that sets a direction and guidance for implementing the focus area vision. Each strategy has at least one Idea for Action supporting it.

Ideas for Action: Projects, programs or activities that support the implementation of a strategy.

Read and download the full plan @ <https://agreaterapplegate.org/vision-plan>

EXECUTIVE SUMMARY

The Applegate Valley Vision is a community-driven initiative that enlists a values- and asset-based approach to enhance this beautiful valley for years to come.

The Applegate Valley has many assets with which to create new opportunities, overcome challenges, and fill in the gaps (see Appendix B). These include relationships and networks, people with skills, knowledge, innovation, and creativity, the collective power and resourcefulness of our local organizations and businesses, our pride in place and community spirit, as well as the natural resources and beautiful environment that surround us. One thing is clear: The people of the Applegate Valley love where they live.

At the same time, this rural community has a unique set of challenges. Our population is growing and demographics are shifting (see Appendix C). The agricultural landscape is being stressed by drought, rising land prices, and an ever-changing cannabis industry. Housing costs are increasing and available rentals are decreasing. The population is aging and would benefit from an influx of younger workers, who often cannot afford to live here. We now have a smoke season and remain on edge about wildfires for months of the year. Rather than let these challenges overwhelm this special place that we call home, the Applegate Valley Vision provides a guide for working together to make our preferred vision for the future happen.

This living document is comprised of five major focus areas, 25 goals, 90 strategies, and more than 500 ideas for action that have been developed by residents of the Applegate. This represents a catalog of possibilities. Individuals, businesses, nonprofit organizations, government agencies, and neighborhood groups all share responsibility in bringing the Applegate Valley Vision to fruition by implementing the variety of programs and projects in this document.

We invite you to join us in achieving the Applegate Valley Vision in the months and years to come. Download the entire action plan online; tune into Applegate Valley Connect for news, stories, events, and volunteer opportunities; host a neighborhood gathering; or share a skill with one of our networks. Let's join together for the long-term interest of the land, people, and other beings that live here with us, and find ways to adapt so that the place that we love can thrive.

PAST, PRESENT, FUTURE

The Applegate Valley and its river are located in Oregon's southwest corner, nestled within the Siskiyou Mountains. The Siskiyou are the second oldest range in the nation, just younger than the Alleghenies, and within this region can be found most of the geologic features on earth. This 500-square mile rural area touches into Jackson County to the east, Josephine County to the west, and California to the south.

The Applegate River is the second largest river in the Rogue Drainage. The headwaters of the river are in the Siskiyou Mountains, just over the California border. It flows northwest through Oregon's Jackson and Josephine Counties, fed by various small creeks and streams throughout the watershed, to the confluence with the Rogue River— about three miles west of Grants Pass.

Before it was called the Applegate Valley, this place was home to the Dakubetede—the people of the beautiful valley— a group of Athapaskan speakers. These Athapaskan speakers are thought to be among the most recent arrivals to our area and originated from somewhere in present-day Alaska, or northwestern Canada, and migrated southward within the past one thousand years (Gray and LaLande 2018).

They lived in groups along the Applegate River, or the S'bink (Beaver River) as it was known, and its tributaries. The Dakubetede were hunters and gatherers. They took fish and game and gathered acorns, nuts and berries. They camped along streams, building temporary dwellings using light pole frames covered with brush matting or bushes and ferns (Fowler and Roberts, 1994). The Dakubetede, like the Rogue Valley peoples— the Rogue River Takelma at Table Rocks, and the Latgawa, Upper Takelma and the Shasta— were organized into small groups during the winter and lived in wood-plank lodges in semi-permanent villages along the river and major streams (Gray and LaLande, 2018).

In these early times, the Applegate hosted many other nearby and traveling Indigenous groups, bands, or tribes. They moved through and stewarded the landscape with low-intensity fire to enhance the productivity of food gathering areas that could be shared with permission by multiple Indigenous groups. They also gathered and traded thanks to the waterways that made travel possible from the coast to the inlands and back. Many of these groups were nomadic, and only stayed in any specific area for short periods (Lewis, 2021).

Nearly all of the Native Americans who held and stewarded this land were killed or separated from their families and removed when the white settlers first began to arrive here. The Rogue River Wars of 1855-56 forced what remained of the Dakubetede groups into exodus through the mountains, to the sea and then up the coast to reservations that were established as the Confederated Tribes of the Siletz Indians and the Confederated Tribes of the Grande Ronde. Thousands of years of human history, including commerce, trade, stories, knowledge, and diverse families and bands of people were displaced in a very short period of time. Their languages and traditions have been removed from this place, not only for the Dakubetede and other indigenous people, but for all of us who have called the Applegate home.”(Beckham, 1971).

The events of 170 years ago were of momentous consequence for the native peoples and still have significance for the present generation who now inhabit these places. It behooves us to look at and listen to this history to understand the rapid transformation that occurred with the arrival of European settlers and colonization. How did these interactions result in the sharing of cultures and also in the erasure of cultures? How did these early days shape what we now know as the Applegate and our modern-era rural culture? How do we incorporate the past and the present into our vision for the future?

As Rural Community Builders, it is important to acknowledge these legacies. Doing so allows us to better understand one another, uphold our responsibility to a greater good, and to maintain and advance a community that is multi-faceted in its nature, voice, and perspective. It also helps us to understand the social, political, and cultural differences that make Oregon, and specifically the Applegate Valley, unique.

"The hot summer days are almost always followed by cool, dewy nights; Spring with its fresh green that begins early with the winter rains, and its bewildering variety of wildflowers, the great bouquets of its blooming madrona trees, seems everybody's favorite season until Fall swings around bringing so rich a change of coloring in big-leaved maple and wine maple, white oak and poison oak, cottonwood and dogwood, all burning the more effectively for the backgrounds of the evergreen madrona and manzanita, fir, cedar, spruce and pine" (Johnson, 1979).

The river was renamed by Lindsay Applegate in 1849 when he and his companions were heading south in search of gold in California. As they crossed the divide overlooking the valley of the Rogue, near present day Grants Pass, they saw the waters of an unknown river, which they began calling Applegate's Creek. The official name then became the Applegate River (The Blacks, 1990).

The Donation Land Claim laws of 1850 encouraged the settlement of the Oregon Territory, offering 320 acres to anyone who would occupy and cultivate the land for four years. In a matter of five years, most of the best land in the Bear Creek and Applegate Valleys had been claimed. After that came the wagon road from Crescent City to Jacksonville. The road went through the Smith River Valley, over the Oregon border and into the Illinois River Valley. From there, a new road was built on the south side of the Applegate River to the mouth of Thompson Creek. A bridge was constructed in 1858 just in time for the road to be opened for travel as farms and villages were being established (The Blacks, 1990).

By 1859, the Applegate Valley was settled with farmers and ranchers striving to feed a booming population of miners. Their products included cattle, hogs, dairy, grain, vegetables and fruit crops. Horses powered mining, ranching and logging operations while also providing transportation. Many Applegate ranchers also engaged in mining or lumbering on the side. Even until the 1950's, mining was a source of income to many settlers all the way up the Valley from Murphy to Applegate, Sterling Creek, Little Applegate and Upper Applegate. Farmers continued to sustain the region, even as mining became less lucrative (Johnson, 1979).

Since the early days of agriculture in the Applegate Valley, settlers have complained about the hot, dry summers and worried about water. The complex geographical features and varied soil patterns are not always suitable for annual production. Rainfall averages 20-100 inches per year, depending on altitude, with the valley floor typically only receiving about 20 inches per year which means irrigation is required to sustain

agricultural activity. While this variability presented (and continues to present) challenges to agriculture, it was a boon to biodiversity, making the valley “one of the most floristically diverse watersheds in the nation” (Fowler and Roberts, 1995).

“On the Applegate as well where, the level-headed majority dreams that by cooperative planning, the best of the old can be integrated with the best of the new. The people who live along the Applegate are no longer really isolated. All the conveniences provided by paved roads, motor vehicles, electrical power lines, telephones, televisions, are available. Yet the air and water are still comparatively unpolluted, the noise level low; acreages with spacious fields or native woodland are common; the climate is free of extremes. And there are still the rugged miles of higher mountain country all around, for those who want to go fishing or hunting or birdwatching or botany in, or just landscape-looking or lone-feeling, by car or boat or horse, or by roughing it on foot...” (Johnson, 1979).

By the end of the 1970’s, much of the Applegate Valley land was broken up into smaller acreages. Residents worked in local logging or lumber mills, or they commuted to Grants Pass or Medford. Retirees moved into the valley, along with a few tourist businesses, real estate agents, and construction workers. Old timers saw a population boom driven by city-dwellers looking to escape smog, noise, traffic congestion, crime, job and social pressures and general unease. Though it is noted that as early as 1929, Art Gray brought his wife and children to the Applegate because Southern California was no place to raise a family (Johnson, 1979).

And so, the mix of old-time residents and newcomers has been trying to coalesce into a single society for decades. A good example of this is the neighborhood organization that preserved the historic Ghost Town of Buncom in the Little Applegate. This effort, and others like it throughout the Valley, have been catalysts for old and new neighbors to partner with a common focus. Buncom is a symbol of the aspirations for a simpler, quieter life that both old and new residents share. It may serve as an example of how to integrate the latest changes in the Applegate, as well as a place to explore all aspects of our unique history (Fowler and Roberts, 1995).

The same essential feeling of the present residents, old-timers and newcomers, could be summarized as a fear of “adverse impact on the rural character of the community.” This was recorded in a Town Meeting held in Murphy in the late 1970’s. Residents “made it clear they want to preserve the neighborliness that they enjoy in a small community, are not anxious for more ‘growth,’ and that they resent county, state, and federal land use regulations about which they are not consulted; they discussed the possibility of a community meeting place and a community park” (Johnson, 1979). At the Applegate Valley Vision Listening sessions, we heard similar sentiments— from concerns about rural preservation to the desire for more parks and venues to gather.

Perhaps this continuity of concerns exists here because we approach life with the patterns inherited by the people who preceded us. Or we are drawn to places that exhibit the quality of life we are seeking. Perhaps the Applegate represents a renewal of a social experiment in societal and community formation. We are now remaking our society under the forces of population pressure, economic upheaval, climate change and global interrelationships. The application of old, familiar solutions feels risky. Yet the solutions we adopt must be congruent with who we are (Fowler and Roberts, Buncom: Crossroads Station, 1995).

"Adaptation is long term or structural change in a creature or system to account for a need for survival. Adaptation is not about being reactionary, changing without intention, or being victimized, controlled, and tossed around by the inevitable of life. It's about shaping change and letting changes make us stronger as individual or collective bodies" (Brown, 2021).

As we reflect upon the history presented here, we should also consider the different communities and identities that are reflected in the stories. The stories connect and intersect with each other, creating a rich tapestry of lived experiences, and a thread of commonality among Applegaters that has withstood the test of time.

The first Community Assessment and Strategic Plan done in the 1990's in the Applegate also suggests that locals are aware that this valley is going to change. Change is inevitable, but they would like to have a say in those changes, and to preserve those aspects of rural life that they most admire. Applegaters want to be able to define progress in their own way-- by improving the local economic base, increasing watershed health, as well as improving services and strengthening their communities (Preister, 1995).

So far, what we have found in the latest Applegate Valley Vision project, supports these sentiments, and others found while scouring the history books. The current people of this beautiful valley care about their neighbors, biodiversity, clean air and water, the agrarian landscape, access to the food that is grown here, healthy forests, hiking trails, parks, opportunities for livelihoods, supporting local businesses and building our community. Rural culture still works here because of networks of support and cooperation that permeate the valley. The characteristic of caretaking is noticeably strong in the Applegate (Preister, 1994-95).

Where do we go from here? What happens next? Take a couple more minutes to think about the future of the Applegate, Dear Reader. Zoom out 20-30 years from now. Some may no longer be with us in physical form, but many of us will be, along with our children and grandchildren.

What do you want this place to look like? What will it smell like? Taste like? Feel like? What will the land look like? What animals will be here with us? What will we eat? Where will our energy come from? How will we get around? How will we come together to celebrate? What kind of social supports will we have? How will the children learn and how will we care for our elderly folks?

What must we do now for some of this to come true? How can we work together to help create this vision? How do we collaborate for the long term interest of the land, people, and other beings? Does your vision look the same as your neighbor's? Does it match what we have learned from the community? Let's find out!

The Work Of Local Culture

By **WENDELL BERRY**

"My feeling is that if improvement is going to begin anywhere, it will have to begin out in the country and in the country towns. This is not because of any intrinsic virtue that can be ascribed to rural people, but because of their circumstances. Rural people are living, and have lived for a long time, at the site of the trouble. They see all around them, every day, the marks and scars of an exploitative national economy. They have much reason, by now, to know how little real help is to be expected from somewhere else. They still have, moreover, the remnants of local memory and local community. And in rural communities there are still farms and small businesses that can be changed according to the will and desire of individual people.

In this difficult time of failed public expectations, when thoughtful people wonder where to look for hope, I keep returning in my own mind to the thought of the renewal of the rural communities. I know that one revived rural community would be more convincing and more encouraging than all the government and university programs of the last fifty years, and I think that it could be the beginning of the renewal of our country, for the renewal of rural communities ultimately implies the renewal of urban ones. But to be authentic, a true encouragement and a true beginning, this would have to be a revival accomplished mainly by the community itself. It would have to be done not from the outside by the instruction of visiting experts, but from the inside by the ancient rule of neighborliness, by the love of precious things, and by the wish to be at home."

Values and Vision Statement

We believe that the integration of new people and new ideas can enhance the existing and long-held values of the Applegate Valley...

so that agriculture and land stewardship will continue to provide local and organic food from farms;

so ranches and forests tended by friends and neighbors within our peaceful valleys will thrive;

so local businesses will prosper;

so that the wooded mountains which provide us with the clean air, pure water and quiet that we cherish will also be restored and resilient in the face of a changing climate;

so that our rural community may develop a healthy and balanced relationship with fire and the wildlands that surround us;

so that safety, privacy and access to services, work, schooling, and recreationGal opportunities are available to an increasingly diverse and connected community, and that this connection honors the long history of these unique creek and river valleys;

so that our continued belief in, and support of, our Applegate Valley enhances the economic outlook, social capacity, and ecological balance for the community at large;

so that upcoming generations are able to have an equitable opportunity to enjoy the good fortune to flourish in this place we all hold so dear.

What Do We Value and Appreciate About the **Applegate**?



The word cloud signifies words used most frequently by community members during the listening sessions to describe what they most love and appreciate about the Applegate. The larger the word, the more often it was named.

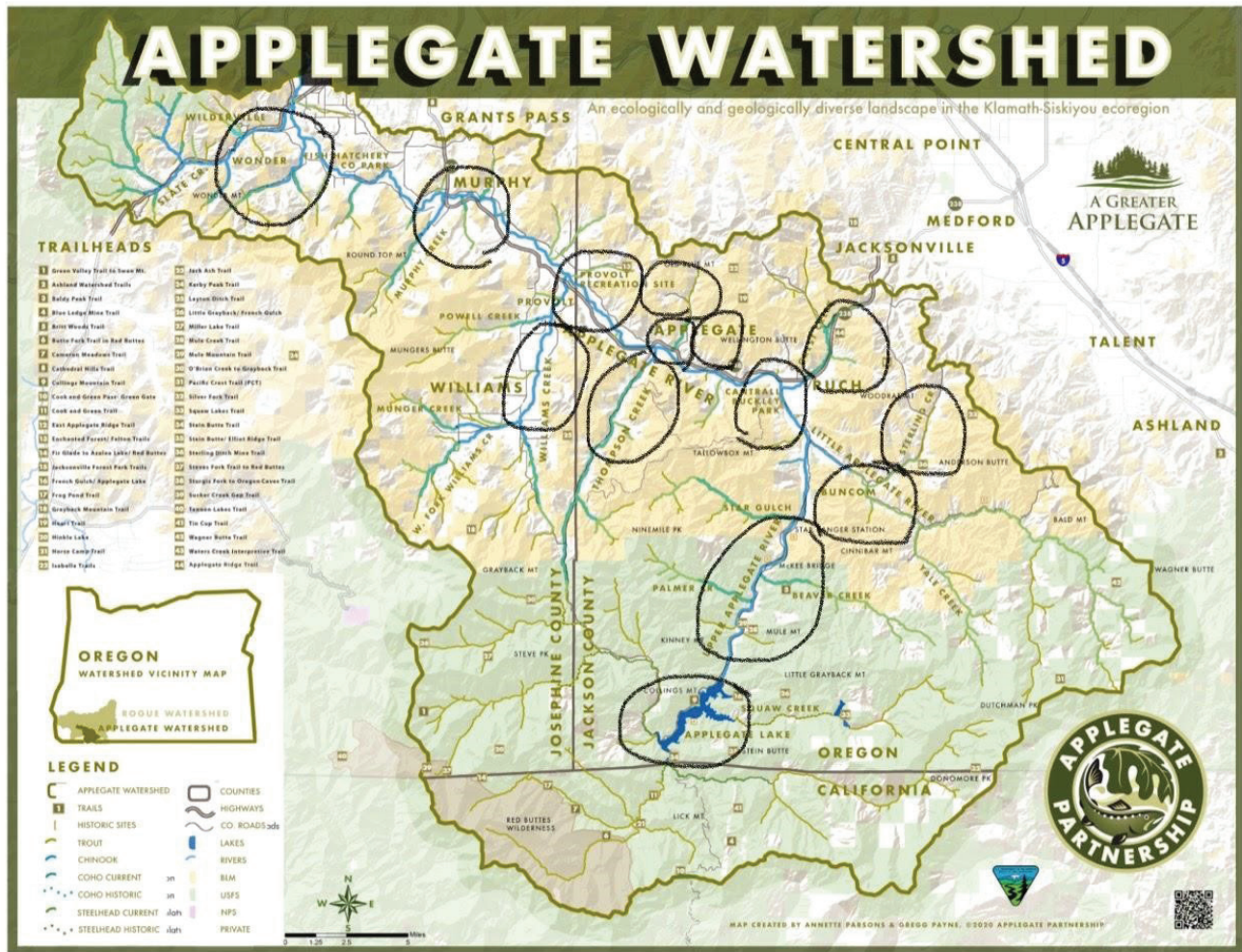
The Vision Gathering Process

A Greater Applegate (AGA) is the community building organization for the Applegate Valley. The Applegate Valley has no formal governmental structure, limited and uneven services from multiple jurisdictions, and no organized community or local business voice. AGA has stepped into this void with a community-focused approach to identifying and addressing local challenges and opportunities.

AGA is organized around three strategies: an inclusive community visioning process; the convening of a Applegate Valley Business Network, Nonprofit Network, and working groups focused on specific issue areas; and outreach to the citizens of the Applegate Valley through a bi-weekly email Bulletin, social media, and Applegate Valley Connect (a community website featuring a community events calendar, business directory, local news, job listings, and other topics of interest).

More than a quarter century ago, community leaders commissioned Kevin Preister to produce an Applegate Valley Community Assessment and Strategic Plan, which identified five neighborhood units in the Applegate Watershed (Upper Applegate/Ruch, Applegate, Williams, Murphy, and Wilderville). AGA expanded on this idea and designed this visioning process to feature listening sessions in 14 neighborhoods. The watershed map below identifies the 14 neighborhoods. We also conducted focus groups with elders and youth.

As did those who came before us, AGA characterizes “neighborhood” as meaning being able to recognize neighbors, as well as provide mutual caretaking and support. Neighborhoods naturally form the human-geographic boundaries within which people operate for social networks, work routines, and recreational patterns. Neighborhood boundaries are also useful for ecosystem and resource management, as well as communication systems (Preister, 1994-1996).



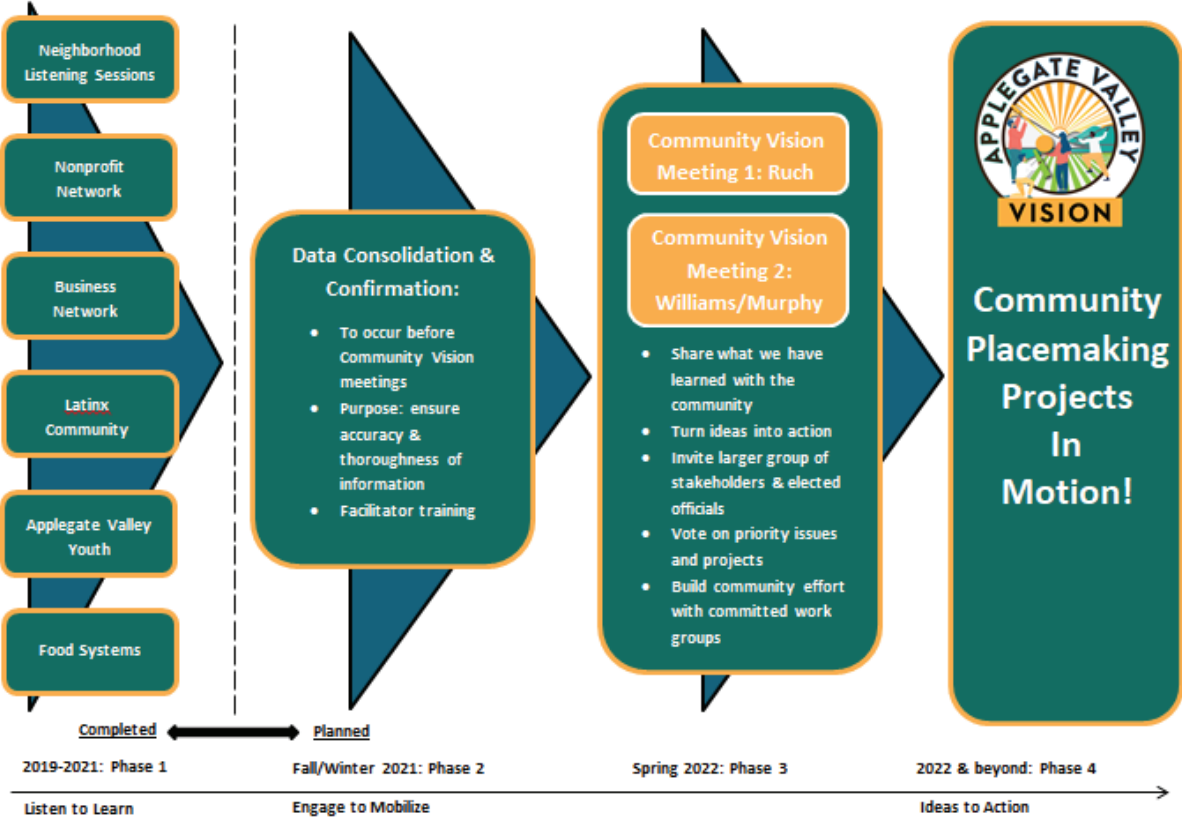
We also held listening sessions with local businesses, community-based organizations, artists, Spanish speakers, the Applegate Valley Vintners Association, and the local food and farm system to identify local assets, challenges, gaps, and opportunities. In each of these neighborhood and community listening sessions the same six questions were discussed:

1. What do you appreciate and value most about living in the Applegate Valley?
2. What are the assets and resources in your neighborhood? In the Applegate Valley?
3. What are the challenges or barriers for a higher quality of life or a more livable community in your neighborhood? In the Applegate Valley?
4. What are the opportunities for a higher quality of life or a more livable community in your neighborhood? In the Applegate Valley?
5. What is missing, what are the unmet needs, where are there gaps in your neighborhood? In the Applegate Valley?
6. Imagine the Applegate Valley receiving whatever money we need to be spent in the next 5 years on specific projects and programs to improve our community. What are your priorities? What pieces might you be interested in working on?

Responses to these questions by neighborhood and other groups can be found on the AGA website (<https://agreaterapplegate.org/vision-notes/>).

Over 500 people contributed to this process and continue to stay engaged through working groups, community convenings, and network meetings. The projects and strategies presented in this plan were developed through this process and represent the vision of those people who participated. We anticipate that the Applegate Valley Vision will empower the community to turn ideas into action and set place-making projects into motion. Neighborhoods, organizations, working groups and local governments can use this work to inform the direction of the Applegate Valley for years to come.

Applegate Valley Community Vision Process



A Greater Applegate partnered with Ruch Outdoor Community School (ROCS) to gather essays from students in all grades describing what they love about the Applegate Valley and what additions would make it better for them. We received responses from 112 students, with both consistent and some surprising results.

Some of the overarching themes expressed throughout the essays are love of nature, trees, forest, wild animals, horses and farm animals, hiking, camping, spending time with family, Ruch Outdoor Community School and its facilities, and quiet. Students broadly expressed interest in having safe places to do more activities than what are available to them now.

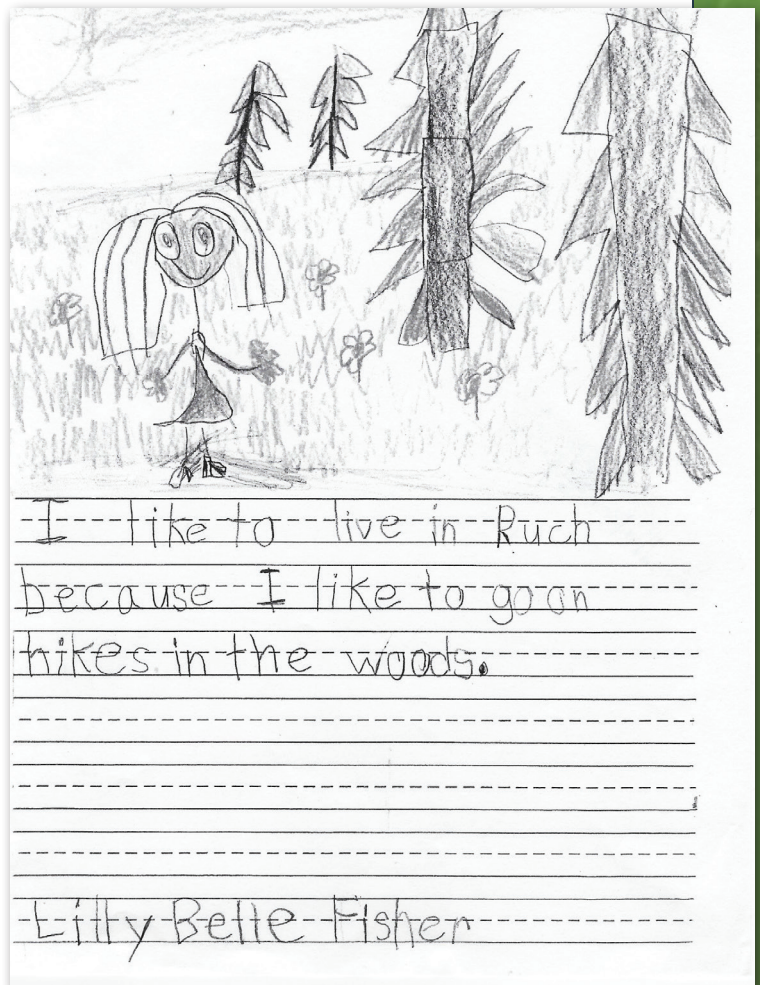
Some of the essays, particularly from younger students, were short and direct: *I would like a splash pad in our community. And some of the essays are more thoughtful: We should have a bus stop in the Ruch area because people need a way to get to neighboring towns if they do not have a car. Ruch should most definitely have a bus stop because many young or old people do not have cars nor can afford them but work or have school in other nearby towns such as Medford, Grants Pass, and Ashland. Not everyone has a car to get out of Ruch or into Ruch every single day. Ruch may be a secluded or small town but there are still a handful of people who can't drive or don't have a car needing out of Ruch or into it, not to mention it makes money and provides transportation. Buses provide transportation and safety. There is only one bus and it is for the highschoolers to get to South Medford High School, so why not make a bus that is available to all ages? Making a bus stop is a great investment.*

Here is an innovative idea from Zenon: *Imagine riding on a bike through the Applegate, steadily pacing over the autumn leaves and through the cool mid-morning air. After maybe having this bike for a week, you return it to your local Bike Library. This Bike Library would function essentially the same way as a regular library, lending locals bikes for anywhere from an afternoon to two weeks. Now this idea mainly came out of a desire for a healthier local ecosystem and planet, with the Bike Library's focus ideally being to encourage the public to travel by bike, thus cutting down harmful carbon emissions, even if just within the valley. There are other benefits to it too, because while in the process of helping the planet, it also helps the rider stay more active. Now there are many companies that market bikes within the Applegate. The difference between them and my idea is purely the free library factor for those in the community who want to have fun on bikes but can't afford to buy one. Is this, in your opinion, a good idea? If so, I hope you support it in the coming future.*

This 5th grader shared one of the more popular suggestions: *I am really impressed by the work you guys have done for the community. I am Hayden, live in Ruch, and just turned 11. I love hanging out with friends! I have one brother and one sister and I love them very much. My friends and I don't have a safe place to hang out. As a kid didn't you have a safe place to hang out? You should invest in a safe place to hang out.*

This was another very popular idea: *I really like what you're doing here and I think I have a good idea for you. Hi, my name is Ava and I love art, music, and skateboarding. I think you should add a skatepark to the Applegate. When you were a kid did you grow up far away from fun engaging activities? If so, you'll understand that it's a pain to have to drive an hour to go to a movie or bowling, but that's beside the point. I think you should build a skatepark. Did you know that skateparks decrease drug use and depression? I know a lot of people in my school love to skateboard.*

Go to section 5.3 in Appendix A to see the complete list of suggestions from participating students.



Summary of Focus Areas, Goals, and Strategies

A Greater Applegate staff gathered and organized the community's comments to build the framework for the *Applegate Valley Vision*. After months of sorting through the assets, challenges, gaps, and opportunities, 25 categories, or goals, emerged.

These 25 categories are organized to form five major focus areas (as seen below). Individual sections have been developed from comments made during the listening sessions, network gatherings, written communications, working group meetings, and break out groups during the Community Convenings held in June of 2022.

This structure represents what we heard from our community, and is a cohesive approach to what it will take to achieve a resilient, vibrant, and inclusive rural community, economy, and environment (detailed "Ideas for Action" are included in Appendix A).

Applegate Valley Vision Focus Areas



Resilient & Connected

This focus area is about creating a resilient and connected Applegate Valley. It covers topics such as emergency preparedness and risk mitigation from natural disasters, improved public safety, increasing connection in the built environment and with communication infrastructure and tools, and working towards energy independence.

Our Vision

A resilient and connected Applegate Valley plans for and takes action to mitigate risks from fire and other natural disasters; creates a sense of safety for its community members; provides ways for people to come together in public and shared spaces; has accessible communication systems; and is working towards energy independence.

OUR STRATEGIES FOR A RESILIENT AND CONNECTED APPLGATE VALLEY

To plan for and mitigate risks from fire and other natural disasters... by working with emergency management partners and community members.

To improve public safety in the Applegate Valley... by increasing a sense of the Applegate as a safe place for all members of the community and by creating better relationships and communication with the Jackson and Josephine County Sheriffs' Offices.

To enhance the ability for community connection in the built environment... through infrastructure development and creating more public and shared spaces to bring people together, such as a community center and a local business complex, and by encouraging community-minded buyers for transitioning commercial businesses.

To develop and support community communication infrastructure and tools... by increasing accessibility and quality of new and existing communication systems and better utilizing both analog and digital outlets.

To develop more sustainable energy sources for the Applegate Valley... by identifying a lead entity to investigate the use of renewables, energy efficiencies, and forming a Public Utility District or Local Power District/Village Power Model; and keeping the community informed and mobilized to work towards energy independence.

Vibrant & Livable

This focus area is about increasing the vibrancy and livability of the Applegate Valley for all its residents. It covers topics such as health and wellness, transportation, housing, education, and waste management.

Our Vision

A vibrant and livable Applegate Valley is able to provide well-rounded health and wellness services; has multi-modal transportation options and safe roads; a diverse set of affordable and worker-accessible housing options; a wide range of educational opportunities; as well as ways to reduce, reuse, recycle and remove waste.

OUR STRATEGIES FOR A VIBRANT AND LIVABLE APPLGATE VALLEY

To provide better, more well-rounded health care services... including those that help people to age in place, increase access to food and food security, and encourage networking among local wellness professionals and healers.

To increase options for all modes of transportation and improve road safety... by prioritizing alternatives to personal vehicles, forming a Highway 238 planning group, and by advocating for safety and improvements along country roads.

To plan and develop appropriate housing options to match the diverse needs of current and future Applegate residents... by forming a Rural Housing Working Group to address the housing affordability challenge, including housing supply and cost, rental vacancies and rent, worker accessible housing, and zoning issues. The strategy must also be cognizant of this unique and valued rural setting and offer housing solutions that maintain our rural quality of life.

To create a range of educational opportunities that offer safe, healthy, meaningful, and fun experiences for youth, young adults, and continuing learners to better equip them with skills, knowledge and confidence... by broadening professional and technical career pathways to diversify our local workforce, increasing student exposure to the work of local organizations, developing community partnerships and exploring the possibility for a Community Learning Center.

To identify and develop rural solutions to the waste management needs of the Applegate Valley... by exploring more and better recycling, reuse, and repurpose options and improving waste removal options and responses.

Prosperous & Vital

This focus area is about creating a prosperous and economically vital Applegate Valley. It covers topics such as creating an innovative rural economy, Destination Applegate, local business and artist networks, and supporting a healthy workforce.

Our Vision

A prosperous and vital Applegate Valley that supports an innovative, locally-based, rural economy and a healthy work environment through the creation of Village Hubs, encouraging conscious, community-based tourism, contributing to a strong Business Network, and facilitating a dynamic art, music and performing arts scene.

OUR STRATEGIES FOR A PROSPEROUS AND VITAL APPLGATE VALLEY

To support an innovative, locally-based, rural economy... by redeveloping the “Village Hubs” throughout the Applegate; supporting new business incubation, entrepreneurs, and home-based cottage industries; and increasing long-term, local investment in the community.

To develop low-impact, conscious, community-based tourism that strengthens our rural economy... by forming and facilitating a Destination Applegate Working Group, developing new infrastructure and transportation linkages for tourism, and marketing opportunities for visitors to attract a diverse demographic of tourists.

To facilitate, grow, and strengthen the Applegate Valley Business Network... by convening on a regular basis to create shared marketing and advertising materials and campaigns; to encourage opportunities to get to know each other and the community; and to coordinate and promote events and activities that support local businesses to increase the Applegate’s economic vitality.

To integrate art, music and theater more into the community and the growing visitor economy... by increasing coordination among artists, making connections with other business owners and event spaces, creating venues and connections for local art exhibits and sales opportunities, increasing visibility of existing public art installations, and supporting art performances.

To create conditions for a healthy work environment in the Applegate Valley... by supporting the well-being of workers, offering job connection resources, and training and recruiting more industry professionals.

Highlight: To more fully integrate the Applegate Wineries into the business network, the local community, and tourism opportunities... by planning events and activities for locals and visitors, engaging the community via outreach and education, and increasing recognition of the Applegate Valley Vintners Association (AVVA).

Steward & Sustain

This focus area is about creating a sustainable Applegate Valley for all its residents. It covers topics such as forest and fire, water, local food and agriculture, outdoor recreation, and climate resiliency.

Our Vision

A beautiful and cared for Applegate Valley that is rooted in healthy forests and the management of the wildland-rural interface; abundant and high quality water and habitat in our creeks, rivers, and riparian areas; a thriving local food and agricultural system; responsible enjoyment of our region's parks, trails and outdoor recreational amenities; and a plan for remaining resilient in the face of a changing climate.

OUR STRATEGIES TO STEWARD AND SUSTAIN THE APPLEGATE VALLEY

To promote forest conservation, restoration and fire resiliency on public and private land... by convening a multi-stakeholder group of organizations and agencies working in the forests of the Applegate Valley; by returning fire to the landscape in a positive and productive way, and developing jobs in sustainable forestry; by increasing community education, engagement and communication, particularly with the BLM and USFS; and by exploring permanent protection in key areas.

To protect and conserve water quality, quantity & resources within our Watershed... by organizing Drainage Basin Steering Committees for the management of water usage and water delivery among multiple systems and users; responding to water quantity and drought conditions and the need for water conservation measures; increasing water quality and awareness in the Applegate watershed; and restoring habitat for keystone species.

To maintain and enhance our local food and agricultural system... through increasing educational and technical assistance opportunities for farmers, ranchers, and growers; connecting producers and consumers by raising awareness, communication and building relationships; ensuring farm, land and water viability for new and existing farmers; assessing and building necessary infrastructure; and creating vibrant and efficient local food distribution and marketing channels.

To expand and improve access to the Applegate Valley's outdoor recreational opportunities... including the Applegate river, regional trails, and enhancing our local parks; developing outdoor recreation services and infrastructure; and convening trails associations and recreation organizations to encourage collaboration, resource sharing, and the elevation of outdoor activities.

To plan for climate resiliency... by identifying local leaders to form a Climate Action Group that will prioritize local community response actions and community-driven climate adaptations and initiate a community analysis on the impact of potential climate changes.

Highlight: To strengthen collaboration and transparency with local hemp and marijuana growers... by improved planning, cooperation, and engagement with industry associations, and by developing needed infrastructure.

Inclusive & Engaged

This focus area is about creating an inclusive and engaged Applegate Valley for all its residents. It covers topics such as rural representation; community building; diversity, equity, and belonging; building a nonprofit network; and honoring our cultural heritage and local history.

Our Vision

An inclusive and engaged Applegate Valley ensures the interests of our community are represented to decision-makers and necessary levels of government, that our community is connected, has capacity and culture, and is led by citizens and nonprofits taking action and responsibility for this place we call home, including the creation of a diverse and equitable rural space where all who inhabit this Valley feel like they belong, and where our unique history and cultural heritage are recognized.

OUR STRATEGIES TO BE INCLUSIVE AND ENGAGED IN THE APPLGATE VALLEY

To ensure the interests of the Applegate Valley community are represented in local, state, and national policy discussions... by developing an Applegate Rural Caucus; coordinating citizen participation, representation, and communication between Jackson and Josephine counties and Applegate residents; and by creating a County-Community Land Use Committee.

To build community in the Applegate Valley... by deepening connections, recognizing and developing community culture and events, increasing capacity, and inspiring resident-led action in neighborhoods and throughout the Valley to strengthen the social network.

To create a more diverse, equitable, and inclusive rural community and a sense of belonging for all who inhabit this Valley... by fostering a welcoming environment and building trust among neighbors; by supporting and engaging with Latino/a/x, Black, Indigenous, and LGBTQIA efforts in the Applegate Valley; and by creating opportunities for continued DEI education and training in professional and neighborhood networks.

To bring together nonprofit organizations that serve the Applegate Valley to gain professional skills and deepen connections... by working together to utilize collective outreach and communication tools to engage the Applegate Valley community in the work that supports their missions. The Nonprofit Network encourages collaboration, shared action, and increased capacity to support projects generated through the community visioning process.

To conserve the cultural heritage and recognize the unique local history of the Applegate Valley... through coordinating events and activities, convening stakeholders, preserving and mapping the area's historic infrastructure and by creating and supporting an Applegate History Museum.

Priority Projects, Actions, Key Recommendations

Completion of the Applegate Valley Vision represents a milestone in our collective community placemaking efforts. Now we have a map to guide ongoing and future activities. At the same time, the Vision marks the beginning of an exciting time ahead as residents and partners plan and implement the projects and strategies outlined in these pages.

Some things are already underway! For example, AGA already has partnered with numerous community members, organizations, and public agencies to form Working Groups to tackle some community priorities (go to <https://agreaterapplegate.org/working-groups/> for a current list of Working Groups and activities).

Also, neighborhood gatherings and potlucks will begin in the fall of 2022, Applegate Valley Connect is being made more user-friendly and ready for user-generated content, a “Local’s Day” at the wineries is underway for 2023, and the Business and Nonprofit Networks continue to meet on a quarterly basis. Research and design for the concept of Village Hubs will also begin in the fall of 2022 and will be forming a Working Group to collectively implement this piece of the community vision.



Next Steps to Implement the Vision

Vision activities over time.

A Form and Build Working Groups. In keeping with the Vision's community-driven approach, Working Groups are a key early step to address concerns and opportunities. AGA is available to host or co-host startup Working Groups. Many Working Groups are forming organically based on community interests and emerging issues, including Forest & Fire, Outdoor Recreation, Food & Farm, Education, Safety Net Services, History, and Destination Applegate.

B Prioritize Ideas for Action and Identify Catalyst Projects. With over 500 ideas for action generated by the community, it is necessary to identify and prioritize actions that can have a catalytic impact, are relatively easy to implement, or meet pressing needs. Working Groups can be a forum for determining which actions to take first. Another way to initiate an action from the Vision is through the AGA Innovation Grant program, which funds individuals and organizations to take the lead on actions identified in the Vision (for more information, go to: <https://agreaterapplegate.org/innovation-grants/>).

C Identify Leads and Supporting Partners for Catalyst Projects. All projects need one or more individuals or organizations to take the lead. AGA can take the lead for some projects, but will not always be the most qualified lead partner. No projects can go forward without an identified lead.

D Create Timeline, Including Project Cost and Funding Source(s) for Projects. Each project must be supported by a plan. Each plan will identify lead, partners, timeline, cost, and funding sources.

E Reconvene Neighborhoods via Potlucks and Gatherings. AGA intends to meet at least once more with each of the 14 neighborhoods to provide an opportunity for local residents to share their priorities and begin to organize to address local issues. Please reach out to AGA if you would like support to host a neighborhood gathering.

F Host a Community Facilitation and Organizing Training. AGA will host a training for any community members interested in learning community facilitation and organizing techniques. This training will provide participating residents with skills to facilitate neighborhood meetings to address ongoing or emerging issues.

G Create Applegate Valley Vision Project Dashboard. A dashboard will be created and displayed on Applegate Valley Connect so that residents and other interested parties can easily understand the status of Vision activities over time.

Vision Focus Area:						
Strategy A:					Priority #	
Visionary Goal Statement:						
Desired Outcomes:						
Action Collaboration:					Timeline	
A1	Action	Lead	Collaborators	Resources	Yr. 1-2	Yr. 3-5
					<input type="checkbox"/>	
A2	Action	Lead	Collaborators	Resources	Yr. 1-2	Yr. 3-5
					<input type="checkbox"/>	

Acknowledgements

The Applegate Valley thrives because of the generosity, creativity, and community values of its residents. This Applegate Valley Vision could not be possible without the contributions of hundreds of Applegaters in listening sessions and working groups.

The staff from the Rural Community Building Department of The Ford Family Foundation have been our partners from the beginning. The Oregon Community Foundation has made a tremendous commitment to the Applegate Valley and rural communities throughout Oregon. The Rural Development division of the United States Department of Agriculture has made it possible to elevate this work and has become a valued partner. We thank you all for your support of the Applegate Valley Vision.

And finally thanks to the board and staff of A Greater Applegate. You have contributed a piece of your heart to this effort, where it will continue to grow.

Authored by: Megan Fehrman, Edited by: Seth Kaplan, Designed by: Laurel Briggs





Appendix A: Detailed versions of each Focus Area, with Goals, Strategies, and Ideas for Action

Focus Area #1: Resilient & Connected

This focus area is about creating a resilient and connected Applegate Valley. It covers topics such as emergency preparedness and risk mitigation from natural disasters, improved public safety, increasing connection in the built environment and with communication infrastructure and tools, and working towards energy independence.

Our Vision: A resilient and connected Applegate Valley plans for and takes action to mitigate risks from fire and other natural disasters; creates a sense of safety for its community members; provides ways for people to come together in public and shared spaces; has accessible communication systems; and is working towards energy independence.

Goal # 1.1: To plan for and mitigate risks from fire and other natural disasters

Summary Statement: *To plan for and mitigate risks from fire and other natural disasters by working with emergency management partners and community members.*

Strategy 1.1.A: Work with emergency management partners and community to plan for and mitigate fire risk

Ideas for Action:

1. Develop a fire safe independent energy grid
2. Place more fire prevention signage @ recreation sites
3. Increase fuels mitigations on private and public lands
 - a. One stop shop website for where grants/resources are throughout the county
4. Advocate for more burn days in the Applegate – separate determination than. Bear Creek Valley
5. Recruit more trained firefighters, incl. staff for the station on Upper Applegate
6. Promote disaster registry, neighborhood phone trees, Facebook & Next Door groups, and update bulletin boards in public places
7. Map, clear, and assess evacuation routes
 - a. Primary and secondary roads
 - b. Second exits for dead-end roads
8. Encourage more Firewise Communities in the Applegate
9. Set up Clean Air + Emergency Shelters for the community
10. Distribute information about resources for in-home air filters, if people can't afford to buy their own
11. Host a semi-regular Community Wildfire Education & Emergency Preparedness Fair (*see section 4.1*)

Strategy 1.1.B: Work with emergency management partners and community to plan for and mitigate risks from other natural disasters

Ideas for Action:

1. Work with Jackson and Josephine Counties Emergency Management teams to make a plan for the Applegate
 - a. Earthquake preparedness
 - b. Dam break preparedness
 - c. Drought preparedness
2. Host a CERT training in the Applegate
3. Better communication about available emergency response resources
4. Develop neighborhood emergency communication systems
 - a. Coordinate w/ Neighborhood Watches + other functions (ex: Little Applegate)
5. Activate Mutual Aid Network
6. Research Resiliency Hubs and Work Case Scenario Planning
7. Work with organizations like Rogue Climate and People's Hub to do an Emergency Preparedness train-the-trainers event in the Applegate
8. Participate in the Mobile Disaster Infrastructure/ Disaster Response Team w/ Rogue Action Center

Goal # 1.2: To improve public safety in the Applegate Valley

Summary Statement: To improve public safety in the Applegate Valley by increasing a sense of the Applegate as a safe place for all members of the community and by creating better relationships and communication with the Jackson and Josephine County Sheriffs' Offices.

Strategy 1.2.A: Improve a sense of the Applegate as a safe place for all members of the community (also see sections 5.2 & 5.3)

Ideas for Action:

1. Foster a welcoming environment and build trust among neighbors
2. Partner with mental health and conflict resolution organizations to provide services in the Applegate
3. Support and engage with Latino/a/x/, Black, Indigenous, and other People of Color efforts for equity in the Applegate Valley
4. Support and engage with LGBTQIA efforts for equity in the Applegate
5. Develop teen and youth support systems
6. Create opportunities for continued DEI education and training
7. Develop, maintain, and support healthy communication among community members

Strategy 1.2.B: Improve relationships and communication with the county Sheriffs' Offices

Ideas for Action:

1. Encourage periodic community gatherings with local law enforcement to share concerns and potential remedies

2. Improve sheriff department response time & response to perceived emergencies
3. Coordinate and build neighborhood watch groups
4. Increase the presence of law enforcement for the purpose of:
 - a. Speeding (*see section 2.2*)
 - b. Decreasing vandalism and theft, including mail theft
 - c. Monitoring of recreation sites/ tourist destinations
 - d. Removing illegal cannabis and cutting down on cartel activity-- but keep all the infrastructure & resources (don't just bulldoze)
 - e. Assisting wanderers on the road
 - f. Eliminating sex trafficking
 - g. Responding to domestic violence

Goal # 1.3: To enhance the ability for community connection in the built environment

Summary Statement: To enhance the ability for community connection in the built environment through infrastructure development and creating more public and shared spaces to bring people together, such as a community center and a local business complex, and by encouraging community-minded buyers for transitioning commercial businesses.

Strategy 1.3.A: Create more community space

Ideas for Action:

1. Community Center/Hub
2. Public gathering/meeting spaces
3. Tool library
4. Makerspace/artist center/gallery
5. Agricultural center
6. Fitness Center w/ pool & courts
7. Music, concert, event space, dance hall w/ parking
8. Co-Working Space
9. Senior center
10. Renovate Provolt Recreation Area into a facility that serves the local community

Strategy 1.3.B: Develop a local business complex in one or more Village Hubs to support greater entrepreneurial synergy and connection

Ideas for Action:

1. Encourage the launching of desired private businesses, including
 - a. Coffee shop
 - b. Laundromat
 - c. Health food store/co-op
 - d. Seed shop & vendor stalls for crafts and food
2. Provide jobs for teens so they don't have to drive to town for work
3. Provide public bathrooms

Strategy 1.3.C: Find community buyers for the commercial businesses for sale

Ideas for Action:

1. Inventory available commercial business opportunities
2. Work with Applegate Valley Business Network, SOREDI, Business Oregon, Medford and Grants Pass chambers and other regional economic development organizations to develop a preferred buyer recruitment strategy

Goal # 1.4: To develop and support community communication infrastructure and tools

Summary Statement: To develop and support community communication infrastructure and tools by increasing accessibility and quality of new and existing communication systems and better utilizing both analog and digital outlets.

Strategy 1.4.A: Develop, maintain, support better communications infrastructure

Ideas for Action:

1. Offer better internet availability throughout the Valley
 - a. Wi-fi Hubs→ libraries can get federal funding for internet access kiosks
 - b. Find out and encourage interest/capabilities of internet providers
 - c. Jackson/Josephine County Rural Broadband Assessment
2. Provide better cell coverage and access to more carriers
 - a. Learn about 5g Network and how it could affect communities
3. Preserve landlines and maintenance of lines
4. Save the USPS
5. Develop neighborhood communication systems and relationships (*see section 5.2*)
6. Connect communication silos through a digital hub

Strategy 1.4.B: Develop, maintain, support community media, radio, and news outlets

Ideas for Action:

1. Place more community bulletin boards and make better use of them
2. Identify Radio/HAM radio operators
3. Make Applegate Valley Connect more user friendly
 - a. Increase Search Engine Optimization (SEO) for calendar and business directory
 - b. Create an Applegate Valley Connect (AVC) App
 - c. Include events, culture, classifieds, promotion of local groups and projects
4. Connect Applegate Valley Connect and Jo's List
5. Secure funding for Jo's List, the Applegater, etc.
6. Utilize digital communications and contact databases for consistent communication
7. Develop emergency communication systems with service providers & neighborhoods (*see sections 1.1 and 5.2*)

Goal # 1.5: To develop more sustainable energy sources for the Applegate Valley

Summary Statement: To develop more sustainable energy sources for the Applegate Valley by identifying a lead entity to assess and investigate the use of renewables, energy efficiencies, and forming a PUD or Local Power District/Village Power Model; and keeping the community informed and mobilized to work towards energy independence.

Strategy 1.5.A: Identify a lead entity to investigate the use of renewables, energy efficiencies, and form a PUD or Local Power District/Village Power Model

Ideas for Action:

1. Encourage/Incentivize Solar Installations
2. Explore micro-hydro development
3. Bury power lines
4. Generate hydro-electricity from the dam
5. Develop off-grid capabilities and capacity to support a post-disaster resiliency hub in a centralized location with microgrids for backup power

Strategy 1.5.B: Conduct education, outreach, and mobilization for energy independence

Ideas for Action:

1. Hold one or more Town Hall meetings to share energy information and possibilities
2. Engage with local and state officials regarding local energy needs

Focus Area #2: Vibrant & Livable

This focus area is about increasing the vibrancy and livability of the Applegate Valley for all its residents. It covers topics such as health and wellness, transportation, housing, education, and waste management.

Our Vision: A vibrant and livable Applegate Valley is able to provide well-rounded health and wellness services, has multi-modal transportation options and safe roads, a diverse set of affordable and worker-accessible housing options, a wide range of educational opportunities, as well as ways to reduce, reuse, recycle and remove waste.

Goal # 2.1: To provide better, more well-rounded health care services

Summary Statement: To provide better, more well-rounded health care services, including those that help people to age in place, increase access to food and food security, and encourage networking among local wellness professionals and healers.

Strategy 2.1.A: Increase access to medical services in the Applegate

Ideas for Action:

1. Bring health care professionals here on a regular basis
 - a. Mobile testing/screening options

- b. Mental health services, including drug and alcohol programs
 - c. Women's healthcare services
 - d. Physical site for healthcare providers to practice
 - e. Telehealth opportunities and resources
- 2. Develop an emergency service and/or urgent care option for the Applegate
- 3. Do community outreach to get people signed up for services with Coordinated Care Organizations (CCOs)
- 4. Create a Wellness Center w/ local naturopath + other medical services
- 5. Explore the RideSheet Rural Transportation technology application model

Strategy 2.1.B: Develop services to better age in place

Ideas for Action:

- 1. Recruit a volunteer team of people who provide services for the elderly, such as grocery shopping, yard work, company, etc...
- 2. Build a Senior Center and create more opportunities for social connection
- 3. Develop an Elder Care Resource Team for the Applegate
- 4. Create facilities like assisted living, eldercare, or an "old folks farm"
- 5. Bring more caregivers into homes

Strategy 2.1.C: Increase food access and food security

Ideas for Action:

- 1. Develop ways to divert prepared food to food pantries
- 2. Expand the Farm to Food Pantry program
- 3. Identify locations for senior pantry services

Strategy 2.1.D: Build a network of wellness professionals and healers

Ideas for Action:

- 1. Create a wellness Center w/ local naturopath + other medical services
- 2. Develop an Applegate Valley "wellness event"
- 3. Identify opportunities for wellness professionals to co-market and coordinate to offer more comprehensive services

Goal # 2.2: To increase options for all modes of transportation and improve road safety

Summary Statement: To increase options for all modes of transportation and improve road safety by prioritizing alternatives to personal vehicles, forming a Highway 238 planning group, and by advocating for safety and improvements along country roads.

Strategy 2.2.A: Increase and prioritize Multi-modal Transportation Options

Ideas for Action:

- 1. Place bike paths and safer pedestrian options (sidewalks) on the valley floor, between wineries, and connecting to mountain biking trails

2. Offer safe routes to school and bus stops for kids
3. Provide a public bus services
4. Develop a carpool/rideshare system or rideshare app
5. Provide shuttle buses or a trolley system between villages hubs and towns
6. Create private shuttle options like taxis, colectivo, or Uber
7. Offer bike and horse rentals or a sharing system
8. Build a Ruch gas station, including an electric vehicle charging station
9. Promote and support electric vehicle charging stations in the Applegate for cars and electric bicycles

Strategy 2.2.B: Form a Highway 238 Planning Group to update the usage plan and advocate for improvements

Ideas for Action:

1. Build more turnouts and turn lanes on Highway 238
2. Build bike lanes on Highway 238 and other major routes to connect village hubs
3. Add safety improvements, including bigger shoulders/turnouts, options for pedestrians, and highway crossings
4. Enforce speed zones and consider speed limit reductions, especially in core communities
5. Implement wildlife corridors or bridges across Highway 238
6. Make 238 a Scenic Highway
7. Manage traffic for large special events (such as Applegate Christian Fellowship, Lavender Trail, Uncorked, etc)
8. Work with ODOT to organize clean-up days and an Adopt-a-Highway program

Strategy 2.2.C: Form Neighborhood Roads Groups to advocate for safety and improvements on country roads

Ideas for Action:

1. Promote speed limit reductions
2. Request more speed signs be posted
3. Advocate for safety improvements, including bigger shoulders, options for pedestrians, and rumble strips
4. Develop a Memorandum of Understanding between the counties and BLM re: maintenance on Carberry Creek Road
5. Write a series for the Applegater on Country Road Courtesy

Goal # 2.3: To plan and develop appropriate housing options to match the diverse needs of current and future Applegate residents

Summary Statement: To plan and develop appropriate housing options to match the diverse needs of current and future Applegate residents by forming a Rural Housing Working Group to address the housing affordability challenge, including housing supplies and costs, rental vacancies and rents, worker accessible housing, and zoning issues. The strategy must also be

cognizant of this unique and valued rural setting and offer housing solutions that maintain our rural quality of life.

Strategy 2.3.A: Develop an Applegate Rural Housing Working Group to address unique rural housing needs

Ideas for Action:

1. Research rural strategies to provide quality, affordable housing when density is not an option
2. Research funding strategies to support worker accessible housing to support the agriculture sector
3. Review zoning in community hubs to consider the viability of housing
4. Inventory short-term and long-term rentals to determine current ratio and compare to other secondary tourism locations; seek remedy if ratio is misaligned

Strategy 2.3.B: Plan and develop more housing options to increase availability

Ideas for Action:

1. Increase the ratio of rental to ownership properties
2. Develop or introduce a program to invest in worker accessible/affordable housing opportunities
3. Develop or introduce a program to help first-time home buyers to encourage more home ownership among younger families
4. Form a cooperative housing corporation
5. Maintain rural atmosphere and low population density by aligning land valuations to usage

Goal # 2.4: To create a range of educational opportunities that offer safe, healthy, meaningful, and fun experiences for youth, young adults, and continuing learners to better equip them with skills, knowledge and confidence

Summary Statement: To create a range of educational opportunities that offer safe, healthy, meaningful, and fun experiences for youth, young adults, and continuing learners to better equip them with skills, knowledge and confidence by broadening professional and technical career pathways to diversify our local workforce, increasing student exposure to the work of local organizations, developing community partnerships and exploring the possibility for a Community Learning Center.

Strategy 2.4.A: Create a range of opportunities that offer safe, healthy, meaningful, and fun educational experiences for Pre-K through 12th grade students

Ideas for Action:

1. Develop more Pre-K, after school programs, and childcare options @ existing schools and in the community
2. Explore the feasibility for a High School for the Jackson County side of Applegate
 - a. Extend Ruch Outdoor Community School (ROCS) to K-12

- b. Apply Teach NW K-12 curriculum and other resources
3. Finalize and Distribute "Education Choice" survey for baseline data on what is currently happening and what more is wanted
4. Maintain and increase environmental education opportunities at schools, including creating an inventory of established programs and serving as a connector between resources and schools
5. Determine ways to support local micro schools and homeschooling groups
6. Work with AVVA to create experiential education opportunities @ wineries for Applegate students
7. Match retired older adults w/youth for learning and mentoring

Strategy 2.4.B: Explore the feasibility for a Community Learning Center

Ideas for Action:

1. Combine micro schools, resource center, and community space into one location
2. Research models in Springfield, Lane County, & Salem-Kaiser to mimic a workforce development program
3. Research the Maker Space or Spark Lab models such as Talent Maker Space
4. Investigate the potential for the 2.3 acres at the Applegate Library
5. Consider Teach NW as a tenant (comes w/ resources to support this project)

Strategy 2.4.C: Use schools as gathering places for community education on work that local nonprofits and other groups are doing

Ideas for Action:

1. Inform community about ROCS availability Saturday- Monday with community use permit + outdoor pavilion & community garden space
2. Check on availability for community use @ Three Rivers School District sites

Strategy 2.4.D: Increase secondary education + workforce development options

Ideas for Action:

1. Encourage Rogue Community College to offer an outlet in Applegate or shuttle students to the Grants Pass or Medford campuses
2. Develop more opportunities for rural skills development
3. Provide vocational training for Applegate job opportunities and local industries
4. Support young people w/ a community scholarship program for continuing education
5. Offer an English Language Learning program, including partnering Spanish speakers with English speakers to improve skills in both languages

Goal # 2.5: To identify and develop appropriate rural solutions to the waste management needs of the Applegate Valley

Summary Statement: To identify and develop rural solutions to the waste management needs of the Applegate Valley by exploring more and better recycling, reuse, and repurpose options and improving waste removal options and responses.

Strategy 2.5.A: Explore recycle, reuse and repurpose options

Ideas for Action:

1. Create a Recycling Center + trade/dropbox/goods exchange
2. Utilize hemp waste for hempcrete
3. Develop manufacturing for using recycled materials
4. Promote agricultural plastic recycling
5. Implement more E-waste options

Strategy 2.5.B: Improve waste removal options and responses

Ideas for Action:

1. Place dumpsters at Applegate Lake for trash management
2. Create a trash program that includes clean-up crews at recreation sites
3. Discourage the creation of Hazmat/pesticide/chemical waste
4. Develop a litter cleanup program along Highway 238
5. Impose and enforce higher fines for litter and illegal dumping
6. Address litter dumping in forested areas on dirt roads

Focus Area #3: Prosperous & Vital

This focus area is about creating a prosperous and economically vital Applegate Valley. It covers topics such as creating an innovative rural economy, Destination Applegate, local business and artist networks, and supporting a healthy workforce.

Our Vision: A prosperous and vital Applegate Valley that supports an innovative, locally-based, rural economy and a healthy work environment through the creation of Village Hubs, encouraging conscious, community-based tourism, contributing to a strong Business Network, and facilitating a dynamic art, music and theater scene.

Goal #3.1: To support an innovative, locally-based, rural economy

Summary Statement: *To support an innovative, locally-based, rural economy by redeveloping the “Village Hubs” throughout the Applegate; supporting new business incubation, entrepreneurs, and home-based cottage industries; and increasing long-term, local investment in the community.*

Strategy 3.1.A Redevelop the “Village Hubs” throughout the Applegate

Ideas for Action:

1. Understand current zoning and land-use designations for recognized rural unincorporated communities, such as Ruch, Applegate, Williams, Murphy, and Wilderville

2. Research other potential rural commercial areas, such as Provolt, McKee Bridge, Buncom, and Copper
3. Research how much flexibility and potential for zoning changes exists
4. Research what other rural areas/states have done to encourage local economy and community cohesion, ex: rural entrepreneurial zones, rural service commercial areas, Main Street projects
5. Develop a Village Hub design that includes opportunities for connection and innovation
 - a. Provide adequate commercial space for locally-owned businesses, such as a laundromat, gas station, general store, medical clinic, post office, hardware store, pub, restaurants/food trucks, bank, auto repair, bicycle shop, office space, recycling center, coffee shop, and commercial kitchen (*see list below*)
 - b. Provide space for community connections, such as a community center, community gardens, village green or square, village hall, farmers' markets, and makerspace.
 - c. Consider other design improvements, such as walkable & bikeable, transportation node, health and human services, and affordable housing.

Strategy 3.1.B Support new business incubation, entrepreneurs, and home-based cottage industries to diversify the economy

Ideas for Action:

1. Continue Business Oregon Technical Assistance programs
2. Generate ideas for support and assistance from the Business Network (*see section 3.3*)
3. Increase internet accessibility for online sales and business functions (*see section 1.4*)
4. Encourage innovative business strategies to support visitors to the Applegate (*see section 3.2*)

Strategy 3.1.C Increase local and long-term investment in the community

Ideas for Action:

1. Develop an Applegate Valley mutual fund or local investment group
2. Encourage community-minded buyers for the major businesses that are for sale (ex: Wilderville Store, Applegate Lodge, Applegate Store)
3. Develop a formalized barter system and/or time bank system

Highlight → New business ideas for the Applegate

1. Firewood business/commercial community wood chipper
2. Ecological Forestry Collective/Co-op and Sorting Yard/Biochar
3. Equipment Rentals
4. Tour and Shuttle Service

5. Laundromat
6. Bud & Breakfast
7. Local Roadhouse
8. List of mechanics-- small engine repair, auto, tractor, etc.
9. "Applegate Made" and "Applegate Grown" store front
10. Gas Station in Ruch & McKee Bridge
11. Cideries
12. List of handy people and home repair services
13. Land maintenance crews
14. More places to dine out
15. Food trucks on a rotating schedule
16. Cooperatively owned Applegate Dispensary with a Tasting Room and an Education Center
17. Coffee Shop
18. Opportunities to sell tamales and flan
19. Locally-sourced co-op + cafe
20. Increase local service businesses, such as plumbers, electricians, computer repair, and mechanics

Goal # 3.2: To develop low-impact, conscious, community-based tourism that strengthens our rural economy

Summary Statement: To develop low-impact, conscious, community-based tourism that strengthens our rural economy by forming and facilitating a Destination Applegate Working Group, developing new infrastructure and transportation linkages for tourism, and marketing opportunities for visitors to attract a diverse demographic of tourists.

Strategy 3.2.A: Form and facilitate a Destination Applegate Working Group

Ideas for Action:

1. Strengthen relationships w/ local Destination Management Organizations and Travel Southern Oregon
2. Advise on the development of a Destination Applegate website and material creation
3. Reach out to locals to recommend itineraries
4. Coordinate with key tourism sectors, such as Wellness, History, Art, Food, Wine, Recreation, and Lodging
5. Work with the Rogue Valley Food Trail to create an Applegate Food Trail and other Agritourism activities
6. Brainstorm ways to increase shoulder season tourism
7. Produce a physical map that integrates wine trail, cider, cannabis, and is more inclusive of all our local businesses, activities, and services
8. Develop packages of Applegate experiences to share with wineries
9. Inventory existing event spaces, places to eat, and alternative lodging options

Strategy 3.2.B: Develop new infrastructure and transportation linkages for tourism

Ideas for Action:

1. Create a shuttle service that drives a circuit of local attractions, wineries, and the airport
2. Increase access to nature, especially the Applegate River and public lands
3. Create pathways and connectivity for pedestrians and bicyclists on the valley floor
4. Build an Information/Visitor Center, potentially in collaboration w/ a new history museum

Strategy 3.2.C: Market opportunities for visitors to attract a diverse demographic of tourists

Ideas for Action:

1. Build a Destination Applegate website linked to existing Destination Management Organizations in Grants Pass, Jacksonville, Medford, Ashland, and Eugene
2. Offer virtual classes by leveraging tech to "bring" more people to the Applegate without them physically having to come here
3. Promote overnight stays via the creation of an accessible list and/or existing marketing sites
4. Package, bundle, and present artisanal food, on-farm experiences and art to existing visitors, especially wine enthusiasts
 - a. Test run a flier w/ discounts/coupons at local businesses for overnight visitors
 - b. Create a welcome basket w/ local treats and a personal note
 - c. Produce Binders w/ information on local businesses and local attractions and activities
 - d. Encourage more Farm Stands w/ local products available
5. Create more opportunities for artists and artisans to sell products locally through cross-marketing and events
6. Showcase wellness and healing experiences and products as part of the Applegate Valley brand
 - a. Inventory and bundle wellness products & experiences
 - b. Develop a wellness itinerary based on existing experiences
7. Create Destination Applegate materials for distribution at shops & wineries

Goal # 3.3: To facilitate, grow, and strengthen the Applegate Valley Business Network

Summary Statement: To facilitate, grow, and strengthen the Applegate Valley Business Network by convening on a regular basis to create shared marketing and advertising materials and campaigns; to encourage opportunities to get to know each other and the community; and to coordinate and promote events and activities that support local businesses to increase the Applegate's economic vitality.

Strategy 3.3.A: Amplify Local Businesses through Marketing & Advertising Efforts

Ideas for Action:

1. Develop shared Applegate Marketing Plan for businesses

- a. Use of Applegate Valley (AV) logo & Made/Grown stickers
 - b. Wholesale opportunities for AV logo gear
 - c. Add AV logo to websites sponsored by the Technical Assistance program & link to the AV Marketplace
 - d. Use of AV Instagram page
 - e. Create stronger digital presence via workshops and technical assistance
 - f. Print and video series to introduce Business Network members for distribution
2. Digitize and create a tri-fold Business Map & Directory
3. Create an Applegate Business Network booth & materials for events
4. Create a Buy Local Campaign, including Applegate Bucks
 - a. Discounts for locals
 - b. Passport & stamp card
 - c. Coupon book

Strategy 3.3.B: Increase Local Business Community Engagement and Outreach

Ideas for Action:

1. Implement the Technical Assistance program through individual consultations, workshops, cohorts, and strategic partnerships
 - a. New Business Recruitment/entrepreneurial training for low-income, Latinx, youth
 - b. New Business Support
2. Create Opportunities to get to know and support each other
 - a. Share network contact information and establish a communication system
 - b. Create skillshare workshops within the Network
3. Engage Hemp & Cannabis Industry and other missing sectors
4. Encourage Businesses to be involved in community organizations, events, fundraisers, and sponsorships
5. Join the Jackson and Josephine County Chambers of Commerce

Strategy 3.3.C: Form an Events and Activities Committee

Ideas for Action:

1. Create and disseminate an inventory of existing Applegate events
2. Amplify and collaborate with existing Applegate Events
 - a. Utilize Eventbrite to advertise Applegate events
 - b. Fill in Applegate Valley Connect with existing and new events
3. Create new coordinated events (see section 5.2)
 - a. Signature Applegate event that highlights local businesses, wineries, food & farms, artists, nonprofits, such as Harvest/Arts/Wine Festival 2023

Business Highlight → Applegate Wineries

Summary Statement: To more fully integrate the Applegate Wineries into the business network, the local community, and tourism opportunities by planning events and activities for locals and visitors, engaging the community via outreach and education, and increasing recognition of the Applegate Valley Vintners Association (AVVA).

Strategy 1: Integrate winery operators into Destination Applegate marketing and management

Ideas for Action:

1. Integrate complementary experiences into the Applegate Valley Wine Trail for various travelers
2. Make the AVVA App more inclusive of other attractions
3. Develop transportation and tourism options w/ vacation rental managers
4. Engage winery managers in the creation of itineraries that offer a suite of commonly requested experiences
5. Engage front-line winery staff as ambassadors to the Applegate Valley

Strategy 2: Collaborate on Events & Activities

Ideas for Action:

1. Collaborate on a Harvest, Arts, and Wine Festival
2. Collaborate on Farm to Table + Wine Events and winery-hosted Farmer/Chef Events
3. Coordinate a “Locals Day” @ Wineries
4. Engage the 20 vineyards as points of sale for locally produced food and seasonal pairings
5. Create a local farm tour for winery managers to showcase local products and experiences

Strategy 3: Increase Community Engagement & Outreach

Ideas for Action:

1. Use a contact database and consistent messaging and communication via social media, apps, articles, etc.
2. Develop a program to introduce locals and visitors to the wines of the Applegate
3. Increase recognition of the AVVA in the state and across the nation
4. Attract more wine professionals to the Applegate
5. Invest in young people entering the Industry, including offering Wine/Culinary/Hospitality education

Goal # 3.4: To integrate art, music and theater more into the community and the growing visitor economy

Summary Statement: To integrate art, music and theater more into the community and the growing visitor economy by increasing coordination among artists, making connections with other business owners and event spaces, creating venues and connections for local art exhibits and sales opportunities, increasing visibility of existing public art installations, and supporting art performances.

Strategy 3.4.A: Increase venues and connections for local art exhibits and sales

Ideas for Action:

1. Produce and promote Craft Fairs
2. Produce and promote Open Art Studio tours
3. Showcase local art to residents and visitors at existing events, wineries, and art fairs, including Meet & Greets w/ featured artists at events
4. Develop and promote the Applegate Marketplace
5. Produce and promote a Harvest, Arts, and Wine Festival
6. Develop a Cooperative Gallery space at a location (*ex: Pacifica*)
7. Create Pop-up Art Markets in parking lots and wineries
8. Work w/ Farmers Markets to increase paid music gigs and artists as vendors
9. Include more artists in the Holiday Markets, including those at Pacifica and Ruch Hardware
10. Expand Grants Pass Arts in the Garden and Open Studio Tours to the Applegate

Strategy 3.4.B: Increase the visibility of existing public art installations and support new public art opportunities

Ideas for Action:

1. Write Jackson and Josephine County Cultural Coalition Grants collectively to support new projects and promotional materials for existing projects
2. Create community mural projects
3. Increase Native American representation through public art projects
4. Develop art pieces for Fish Hatchery Park
5. Develop promotional materials and a map for existing sculpture gardens, trails and sound garden walks

Strategy 3.4.C: Increased coordination amongst artists

Ideas for Action:

1. Build and maintain an Applegate Artists & Musicians Catalog w/ bios, contacts, websites, and art form
2. Offer cooperative marketing and support services, including featured articles in the Applegater
3. Use the Pacifica gallery space more effectively
4. Utilize existing music spaces more effectively and explore the need for a Music Center
5. Build a dedicated Makers' Space
6. Work w/ local vacation rental hosts to put on Artist Retreats
7. Increase attendance and offerings of art classes and workshops for community members and visitors
8. Campaign to push for a more lenient mass gathering ordinance in Josephine County

Strategy 3.4.D: Support the Performing Arts

Ideas for Action:

1. Explore local sponsorship opportunities to get live musicians paid for events
2. Create and distribute a list of local musicians to market to vendors and event spaces
3. Create and distribute a list of local event spaces and music venues w/ occupancy capacities
4. Encourage more dance performances
5. Support promotion and production of local theater performances

Goal #3.5: To create conditions for a healthy work environment in the Applegate Valley

Summary Statement: To create conditions for a healthy work environment in the Applegate Valley by supporting the well-being of workers, offering job connection resources, and training and recruiting more industry professionals.

Strategy 3.5.A: Create conditions for a more reliable workforce

Ideas for Action:

1. Encourage more employment opportunities w/ livable wages
2. Develop and encourage worker accessible housing (*see section 2.3*)
3. Provide more local access to health services and childcare
4. Support workers' health and motivation during smoke season, including consideration of owner/manager burnout, adequate housing, and places for respite

Strategy 3.5.B: Offer job connection and resource services

Ideas for Action:

1. Connect job seekers with employment opportunities, including Applegate Valley Connect
2. Create a labor pool list for food, farm, and forest workers on verified work sites
3. Create more jobs for teens
4. Offer programs for undocumented workers
5. Develop a mechanism for neighborhood listings for local work available (*see section 5.2*)

Strategy 3.5.C: Train and recruit more industry professionals to the Applegate

Ideas for Action:

1. Introduce programs for Wine, Culinary, and Hospitality education (*see section 4.3*)
2. Bring in more training and job development for young people (*see section 2.4*)
3. Promote jobs in legal marijuana (*see section 4.3*)
4. Attract wine professionals to the area (*see section 3.3*)
5. Promote and support beginning farmer and rancher training opportunities (*see section 4.3*)

Focus Area #4: Steward & Sustain

This focus area is about creating a sustainable Applegate Valley for all its residents. It covers topics such as forest and fire, water, local food and agriculture, outdoor recreation, and climate resiliency.

Our Vision: A beautiful and cared for Applegate Valley that is rooted in healthy forests and the management of the wildland-rural interface; abundant and high quality water and habitat in our creeks, rivers, and riparian areas; a thriving local food and agricultural system; responsible enjoyment of our region's parks, trails and outdoor recreational amenities; and a plan for remaining resilient in the face of a changing climate.

Goal # 4.1: To promote forest conservation, restoration and fire resiliency on public and private land

Summary Statement: To promote forest conservation, restoration and fire resiliency on public and private land by convening a multi-stakeholder group of organizations and agencies working in the forests of the Applegate Valley; by returning fire to the landscape in a positive and productive way, and developing jobs in sustainable forestry; by increasing community education, engagement and communication, particularly with the BLM and USFS; and by exploring permanent protection in key areas.

Strategy 4.1.A: Convene an Applegate Valley Forest Restoration & Fire Resiliency Group

Ideas for Action:

1. Facilitate wise planning and coordination between agencies, organizations, landowners, and residents
2. Address concerns about dead and dying trees
 - a. Bark beetles and heat
 - b. The value of large snags
3. Organize and implement a semi-regular Fire Education & Preparedness Fair for the Applegate Valley community
 - a. Evacuation routes and preparedness
 - b. Provide example of a go-bag
 - c. Connect people with emergency / disaster relief resources
4. Coordinate broad-scale sustainable forest management strategies for fuels reduction
5. Communicate about what forest treatments are ready to go, what is being prioritized, and why
6. Educate county commissioners about long-term fire management
7. Use consistent messaging to communicate with the community and increase organization
8. Organize amongst agencies and residents to attract appropriate projects and funding
9. Research models for reinvesting timber and natural resource profits into impacted ecosystem/watershed management via taxation or other methods
10. Assist in updating the Applegate Community Fire Protection Plan to sync it with the Rogue Valley Integrated Community Wildfire Protection Plan and to bring community level fuels mitigation together with large landscape projects

Strategy 4.1.B: Return fire to the landscape in a positive, productive way

Ideas for Action:

1. Invite indigenous participation and leadership in community fire management and support tribes in revitalizing native burning techniques and practices
2. Work to increase community knowledge, capacity, and experience in controlled burns, including broadcast burns on private land
3. Increase support for the use of prescribed fire on public lands
4. Raise awareness of the ecological and safety benefits of broadcast burning
5. Facilitate community dialogue when wildfire suppression tactics other than direct attack may be appropriate.

Strategy 4.1.C: Community Education and Engagement on Forest Restoration and Fire Resiliency

Ideas for Action:

1. Encourage Firewise Communities in the Applegate
2. Engage citizens in ecosystem monitoring
3. Increase Land Stewardship education and implementation for private woodlot management
4. Increase homeowner education and organization for riparian, vegetation, and forest management
5. Bring resources and funding to willing property owners
6. Coordinate neighborhood fuel load reduction
 - a. Working w/ BLM & USFS via Good Neighbor Authority

Strategy 4.1.D: Build better community relations w/ BLM & USFS

Ideas for Action:

1. Facilitate better communication w/ Applegate Valley residents
2. Reinstate the Adaptive Management Area for the Applegate
3. Pair BLM w/ local seed producers and seed collectors
4. Present a coordinated community Integrated Vegetation Management response

Strategy 4.1.E: Develop new and more sustainable forestry jobs

Ideas for Action:

1. Encourage fuels reduction and non-commercial thinning program
2. Develop local business opportunities to convert fuel to biochar
3. Organize forestry teams for ecological logging and Applegate Valley revenue
4. Create an Ecological Forestry Collective and Sorting Yard
5. Educate and train a restoration workforce to create year-round forest management jobs

Strategy 4.1.F: Permanent protection to preserve key pieces of forestland

Ideas for Action:

1. Purchase endangered land (*ex: Pipe Fork land*)
2. Use conservation easements and other strategies on private lands to protect forest resources
3. Retire public grazing rights in the Applegate

Goal # 4.2: To protect and conserve water quality, quantity and resources within our Watershed

Summary Statement: To protect and conserve water quality, quantity and resources within our Watershed by organizing Drainage Basin Steering Committees for the management of water usage and water delivery among multiple systems and users; responding to water quantity and drought conditions and the need for water conservation measures; increasing water quality and awareness in the Applegate watershed; and restoring habitat for keystone species.

Strategy 4.2.A: Organize Drainage Basin Steering Committees to manage and leverage water usage and water delivery among multiple systems and users

Ideas for Action:

1. Bring key people in smaller tributaries together to begin these conversations
2. Organize and connect Drainage Basin Steering Committees via a map
3. Establish priorities as a group
4. Identify single points of contact for individual ditches
5. Determine the best method to facilitate funding opportunities for irrigation infrastructure improvements and restoration projects (*for example, forming entities such as associations, companies, or districts*)
6. Establish an overarching regional forum or group that represents the Drainage Basin Steering Committees and meets regularly to ensure more influence/impact and can collaborate on projects and needs.

Strategy 4.2.B: Respond to water quantity and drought conditions for water conservation measures

Ideas for Action:

1. Create a clearinghouse for beneficial water information to landowners
 - a. Applegate Partnership and Watershed Council
 - b. Applegater Articles
 - c. Applegate Valley Connect resource page
 - d. Webinars
 - e. Volunteer neighborhood consultants
2. Provide community education, outreach, and technical assistance on:
 - a. Water rights system (*incl. Leasing in-stream rights back to the river, temporary transfers, use it or lose it...*)
 - b. Water conservation and water use management

- c. Funding opportunities and application processes for practices/improvements (*incl. Intakes, piping, converting flood irrigation, bulges or ponds*)
 - d. How to develop water storage and catchment systems for surface water
 - e. Managing for more efficient water delivery systems w/ natural resource improvements that support fish passage and increase water quality and quantity
3. Support carrying capacity of existing water supply study by Jackson County in the Ruch area

Strategy 4.2.C: Increase water quality and water quality awareness in the Applegate watershed

Ideas for Action:

1. Conduct outreach and education to both irrigators and non-irrigators on how to increase both water quality & quantity
2. Monitor and report on water quality: temperature, nutrient input, etc.
3. Host Applegate River (and tributaries) clean-up days and events
4. Remove invasive flora and fauna
5. Plant, restore, protect, and maintain the 50-foot riparian corridor along waterways
6. Support actions that improve the wild & scenic qualities of the Applegate River

Strategy 4.2.D: Restore habitat for keystone species

Ideas for Action:

1. Determine priority areas and develop project locations to improve water quality and quantity as well as native species habitat
2. Plan and implement restoration projects that benefit keystone aquatic species such as steelhead, fall chinook, coho, and pacific lamprey habitat
3. Support organizations that focus on habitat restoration and reestablishment of keystone species, such as the beaver
 - a. Outreach and education on the importance of the Beaver → kiosk @ CB park
 - b. Develop educational materials

Goal #4.3: To maintain and enhance our local food and agricultural system

Summary Statement: To maintain and enhance our local food and agricultural system through increasing educational and technical assistance opportunities for farmers, ranchers, and growers; connecting producers and consumers through raising awareness, communication and building relationships; ensuring farm, land and water viability for new and existing farmers; assessing and building necessary infrastructure; and creating vibrant and efficient local food distribution and marketing channels.

Strategy 4.3.A: Increase education, communication and connection between producers, resource and service providers, and consumers

Ideas for Action:

1. Increase awareness and build relationships in the community about local food and agriculture
 - a. Raise consumer awareness on the importance of buying local and supporting local producers
 - b. Improve relationships and increase cooperation with hemp & cannabis growers
 - c. Include the Farmer's View and the Local Food System in the Applegater
 - d. Establish educational opportunities for youth and adults about food, agriculture, nutrition, and food waste via classes, and school/community gardens
 - e. Communicate with local producers about local market gaps and opportunities
2. Increase technical assistance, educational resources, and funding opportunities available to farmers, ranchers, and growers
 - a. Skill share opportunities and resiliency networks
 - b. Business development, including marketing, financial skills, and human resources
 - c. Dry Farming methods and techniques
 - d. Increase skills and practices to build soil and increase water retention
 - e. Provide alternatives to large-scale plastic use
3. Develop a central communication system for consumers & producers

Strategy 4.3.B: Increase Farm & Land Viability

Ideas for Action:

1. Increase cooperation and understanding with the counties related to farm-use permits and other issues
 - a. Change land-use regulations to support and increase farm and agricultural production
2. Support land access efforts and other efforts to assist new farmers
 - a. Work w/ Land Trusts and Conservation Easements for the conservation and protection of agricultural land
 - b. Affordable leases that secure land 5-10 years or more
 - c. Better utilize Oregon Farm Link or develop some local version
 - d. Tie land values to production values (WA County example)
 - e. Assist w/ business planning for food & farm business start-ups
 - f. Build partnerships, mentorships, intergenerational, and professional development opportunities for youth in agriculture
 - g. Provide livable wage food and agriculture jobs
 - h. Job connection/labor pool sites (see Prosperous & Vital Section D)
3. Enhance on-farm land and water management capacity
 - a. Manage water usage among multiple systems and users
 - b. Update and optimize water delivery systems
 - c. Identify funding for agricultural capital improvements
 - d. Subsidize farmers/ranchers in order to preserve agricultural diversity
 - e. Support for farmer/farmworker health during smoke season
 - f. Make landowners accountable for cannabis land leases
 - g. Identify and share models for land management collaborations, including those w/ indigenous communities

- h. Prioritize agriculture that produces food

Strategy 4.3.C: Assess and build necessary infrastructure

Ideas for Action:

1. Create a list of commercial kitchen and processing spaces
2. Support Williams Commercial Kitchen development in the Grange
3. Set up tool and equipment sharing system
4. Invest in worker accessible housing opportunities

Strategy 4.3.D: Create vibrant and efficient local food distribution channels

Ideas for Action:

1. Increase food access & food security
 - a. Continue and increase Farm to Food Pantry project
 - b. Develop ways to deliver prepared food to those in need
2. Support the development and use of local Farmers' Markets
 - a. Develop marketing plan and mailer
 - b. Increase SNAP and Double-up Food Bucks opportunities and usage at the Applegate Farmers' Markets
 - c. Hire a person to run an "Applegate Grown" booth @ Markets
3. Increase local retail and distribution outlets
 - a. Local source market or co-op with cafe (could include agricultural history, education, commercial kitchen, and cannery)
 - b. Develop a "food hub" helps to aggregate product, coordinate marketing, and set up distribution sites
 - c. More farm stands
 - d. Put together an "order list" so a delivery truck could pick up from each farm and deliver to people's homes
 - e. Explore unused or underused commercial spaces

Strategy 4.3.E: Strengthen local marketing channels and branding development

Ideas for Action:

1. Increase local purchasing by the local community
 - a. Increase purchasing by restaurants and grocery stores
 - b. Develop and encourage use of Applegate Food Bucks
 - c. Build relationships with the 20 Vineyards for points of sale for locally produced food and seasonal pairings (could include a local farm tour for winery managers)
2. Develop and encourage use of "Applegate Valley Grown" label
 - a. Better distribution of the Rogue Flavor Guide in the Applegate, including an Applegate insert
 - b. Incentives for local stores to have Applegate products and use branding signage for consumer awareness
 - c. Increase recognition of Applegate Valley food and wine products outside the region

3. Create Food & Agricultural Events and Activities
 - a. Harvest, Arts, Wine Festival
 - b. Make an Applegate Food Trail as part of the Rogue Valley Food Trail
 - c. Create Winery or Lavender hosted locally sourced food events

Food and Farm Highlight→ Cannabis

Summary Statement: To strengthen collaboration and transparency with local hemp and marijuana growers by improved planning, cooperation, and engagement with industry associations, and by developing needed infrastructure.

Strategy 1: Improve planning and cooperation between hemp and marijuana growers and food producers

Ideas for Action:

1. Best practices education and technical assistance for cannabis growers
2. Network w/ food farmers to grow on extra land to diversify crops
3. Manage water among multiple users

Strategy 2: Form an Applegate Growers, Collective

Ideas for Action:

1. Host quarterly cannabis growers networking opportunity potluck event
2. Produce a list or brochure promoting “legal cannabis in the Applegate” or incorporate into an existing marketing channel (like Rogue Flavor Guide)
3. Participate in a “Grown in the Applegate” campaign
4. Participate in local business maps and local farm tours
5. Host private supper clubs that feature local products
6. Establish an appellation system for regional branding
7. Engage in positive neighborly and community relations

Strategy 3: Engage with hemp and cannabis associations

Ideas for Action:

1. Advocate for social consumption rule changes that would allow for cannabis tasting rooms
2. Promote jobs in legal marijuana
3. Work on a consumer education campaign to express the importance of buying local and following the \$
4. Host local expungement clinic
5. Prepare to support the industry once federally legal

Strategy 4: Develop local cannabis infrastructure

Ideas for Action:

1. Create a cannabis education center and tasting room for tourists & locals (if rules are changed)
2. Create a cooperatively-owned Applegate Dispensary (check county regs)
3. Find avenues for distribution of medicine for those that cannot afford it
4. Develop a facility to utilize hemp waste —> make hempcrete

Goal # 4.4: To expand and improve access to the Applegate Valley's outdoor recreational opportunities

Summary Statement: To expand and improve access to the Applegate Valley's outdoor recreational opportunities, including the Applegate river, regional trails, and enhancing our local parks; developing outdoor recreation services and infrastructure; and convening trails associations and recreation organizations to encourage collaboration, resource sharing, and the elevation of outdoor activities.

Strategy 4.4.A: Enhance access to the Applegate River for locals and visitors

Ideas for Action:

1. Maintain and improve existing swimming holes
 - a. Work w/ landowner to re-open Merlet's Cove
 - b. Establish community clean-up teams @ swimming holes
 - c. Install life jacket stations @ existing swimming holes
2. Map existing public access points for motorized and non-motorized users
 - a. Identify floating options with put-ins and take-outs
 - b. Provide information on hazards and river sections to avoid
3. Identify potential new river access points on public or private lands
 - a. Work with counties and public agencies to identify potential access points
 - b. Explore land donations or easements for increasing parkland or public access

Strategy 4.4.B: Develop outdoor recreation services & infrastructure

Ideas for Action:

1. Build bike and pedestrian paths on the Valley floor
2. Develop a clean-up and trash system for recreation sites, campgrounds, and roadsides, including vault toilet maintenance and service
3. Increase signage at recreation sites to encourage good behavior
 - a. Pack it in, pack it out
 - b. Fire safety
 - c. No drinking and driving
4. Encourage the development of outdoor recreation services
 - a. Tour and trail guides
 - b. Equipment rentals
 - c. Paragliding shuttle services and landing pads
5. Local park improvement and enhancement @ Cantrall Buckley, Provolt Recreation Area, Pacifica, and Fish Hatchery

- a. Investment/improvement for the Hamilton Day Use Area
- b. Residential Environmental Education Camp w/ yurts
- c. Dragonfly Place & Cultural Exhibits
- d. Mural & Sculptures
- e. Disc Golf Course
- f. Botanical and Pollinator Gardens w/ floral study trail
- g. Swimming hole(s)
- h. Involve more locals in planning and volunteer days
- i. Build sports field with basketball courts, exercise equipment, and an obstacle course

Strategy 4.4.C: Convene & coordinate among all the trails associations and recreation organizations to encourage collaboration, resource sharing, and elevation of outdoor activities

Ideas for Action:

1. Promote engagement with outdoor activities in the Applegate
 - a. Parks, waterways, bird watching, hunting, fishing, etc...
 - b. Explore the idea of the Applegate becoming a "National Recreation Area"
 - c. Increase presence on user-generated platforms, ex: All Trails
 - d. More promotion of trails as an option for non-motorized recreation
 - e. Recruit volunteers for trail and park building and maintenance
2. Amplify the Applegate recreational voice to the BLM
 - a. Build relationship w/ BLM to advocate for recreation over timber to benefit the local economy
3. Create an Applegate Outdoor Recreation Map
 - a. Hiking and biking trails
 - b. Parks and recreation areas
 - c. River access
 - d. Restrooms
 - e. Viewpoints
4. Become a premier hiking destination and magnet for trekkers
 - a. Paid trail crews
 - b. Completion of the Jack-Ash trail systems
 - c. Development of a Hut-to-Hut system
 - d. Comprehensive, online interactive trails map
 - e. More connecting of trails/spurs e.g. Sterling Mine Ditch Trail
 - f. Upgrade trail kiosks
 - g. Utilize Applegate Trails Map @ bulletin boards
 - h. Adopt Mule Mountain trail for maintenance
 - i. Develop family hiking groups w/ easier parking and access to trails
 - j. Tie into regional signature trails
 - k. Develop camping options along or near trails
5. Hire a shared grant writer to work with all organizations to increase capacity and projects

Goal # 4.5: To plan for climate resiliency

Summary Statement: To plan for climate resiliency by identifying local leaders to form a Climate Action Group that will prioritize local community response actions and community-driven climate adaptations and initiate a community analysis on the impact of potential climate changes.

Strategy 4.5.A Identify local leaders and form a Climate Action Group in the Applegate

Ideas for Action:

1. Work with Rogue Climate and Southern Oregon Climate Action Now and others to look at models and plans for climate resiliency and how they might be applicable to the Applegate
2. Follow Greeley Wells and his climate work
3. Partner with the cities, counties & Oregon Department of Land Conservation and Development to extend their climate work into rural unincorporated communities→ Climate Friendly & Equitable Communities Plan
4. Identify additional opportunities for collaboration, including local youth
5. Educate county commissioners on climate issues and resiliency needs

Strategy 4.5.B Prioritize local community response actions and community-driven climate mitigation and adaptations

Ideas for Action:

1. Encourage strategies for mitigation and adaptation such as carbon reduction tactics and energy efficiency education
2. Develop neighborhood networks and a mutual aid program (*see section 5.2*)
3. Implement a Train the Trainer Emergency Preparedness Training in the Applegate w/ Rogue Climate & People's Hub (*also in section 1.1*)
4. Create space for grieving and building emotional resilience with mental health supports
5. Advocate to the counties, Oregon Department of Transportation, and other state agencies to:
 - a. Encourage Multi-modal transportation infrastructure→ walking, biking, etc
 - b. Develop shared transportation options
 - c. Adjust building codes to align with changing conditions/needs

Strategy 4.5.C Initiate a community analysis on the impact of potential climate changes

Ideas for Action:

1. Refine the plan for emergency response and capabilities of emergency shelters and hubs (off-grid safe spaces to gather) in the Applegate (*see section 1.1*)
 - a. Address gaps in services or resources in communities—both during and between disasters

2. Develop a post-disaster transportation plan
3. Assess the quality of housing stock to determine the risk to housing during cataclysmic events
4. Determine what other infrastructure is needed to withstand anticipated events
5. Present a public health response to known climate risks
6. Identify a lead entity to assess/identify interest in renewables, energy efficiency, and off-grid capabilities (*see section 1.5*)
7. Consider how to adjust agriculture and forestry in the Applegate to anticipated climate change (*also see section 4.1 and 4.3*)
 - a. What is grown and how it's grown and how that might change
 - b. How to minimize impacts on farm and forest workers
 - c. Look at impact and changes regarding fishing, hunting, and gathering foods

Focus Area #5: Inclusive & Engaged

This focus area is about creating an inclusive and engaged Applegate Valley for all its residents. It covers topics such as rural representation; community building; diversity, equity, and belonging; creating a nonprofit network; and honoring our cultural heritage and local history.

Our Vision: An inclusive and engaged Applegate Valley ensures the interests of our community are represented to decision-makers and necessary levels of government, that our community is connected, has capacity and culture, and is led by citizens and nonprofits taking action and responsibility for this place we call home, including the creation of a diverse and equitable rural space where all who inhabit this Valley feel like they belong, and where our unique history and cultural heritage are recognized.

Goal # 5.1: To ensure the interests of the Applegate Valley community are represented in local, state, and national policy discussions

Summary Statement: *To ensure the interests of the Applegate Valley community are represented in local, state, and national policy discussions by developing an Applegate Rural Caucus; coordinating citizen participation, representation, and communication between Jackson and Josephine counties and Applegate residents; and by creating a County-Community Land Use Committee.*

Strategy 5.1.A: Develop an Applegate Rural Caucus

Ideas for Action:

1. Build a forum to share issues within the community
2. Reach agreement on principles/values that define and promote community resilience
3. Develop a mechanism to mobilize the community to respond to emerging and timely community priorities
4. Provide public education about local and statewide political process
5. Engage youth and other under-represented residents in civic matters

Strategy 5.1.B: Coordinate citizen participation, representation, and communication between Jackson and Josephine counties and Applegate residents

Ideas for Action:

1. Explore reinstating Citizen Advisory Committees on the Jackson County side (Applegate & Ruch) like Josephine County's relationship with Williams
2. Increase local input/control on local issues
3. Host "Town Halls" with government officials and agencies to share pertinent information and opportunities to engage
4. Create a community liaison to county offices, including grants and funding opportunities
5. Develop a sensible tax structure to support our vision: locally paid taxes are used locally
6. Develop and vote for Commissioners that represent Applegate Valley interests

Strategy 5.1.C: Create a County-Community Land Use Committee

Ideas for Action:

1. Work w/ the counties to preserve the rural character of the Valley
2. Develop a better relationship w/ planning departments for appropriate land use decisions
3. Develop county permits/regulations that provide flexible solutions for yurts and other temporary structures
4. Provide citizen education training on how to navigate permitting/land use process
5. Provide access to technical assistance and legal services for navigating land use issues
6. Create a Permitting Guide for both counties
7. Allow farms to offer long-term housing to support workers and supplement income
8. Enforce codes for illegal grow operations/practices
9. Create greater accountability for local landowners who are leasing to cartels and/or growers who are not following rules & regulations

Goal # 5.2: To build community in the Applegate Valley

Summary Statement: To build community in the Applegate Valley by deepening connections, recognizing and developing community culture and events, increasing capacity, and inspiring resident-led action in neighborhoods and throughout the Valley to strengthen the social network.

Strategy 5.2.A Seed community connections, develop community culture, and explore ways to increase community capacity

Ideas for Action:

1. Support and implement the Applegate Valley Vision components
2. Train more community organizers via a community facilitator training
3. Encourage individual support for local community organizations with time and/or money
4. Create peer-to-peer professional development opportunities via the Nonprofit Network
5. Promote the development and use of Applegate Valley Connect and Jo's List
 - a. Sharing stories and projects
 - b. Pages for local resources

- c. Community and music events
- d. Volunteer opportunities
- 6. Increase local transportation options for people to be able to participate, including local bus route or a rideshare app
- 7. Coordinate w/ libraries and farmers' markets as connecting points & public venues
- 8. Include the youth in activities, organizing, and educational efforts

Strategy 5.2.B Create new community building events and honor and build on existing events in a way that adds value to event producers as well as artists and food producers

Ideas for Action:

- Work w/ Farmers' Markets to increase attendance and establish ways for all to connect, including our LatinX community
- Combine events, such as the lavender festival, winery tours, Buncom Day, and the fly-in
- Establish a signature Applegate Valley event (@ CB Park?)
- Coordinate among Community Theater productions
- Consider other community event ideas, such as:
 - Art & Craft Fairs w/ youth component
 - Storytelling nights
 - Annual skill sharing event or organized skill sharing tour
 - Farm & Art Tours
 - Classes— yoga, dance, etc.
 - Re-establish the Barter Fair
 - Events to celebrate seasons— Harvest fair, Winter events, Seasonal pairings w/ wineries, River festival/float day
 - Program to introduce/educate people to the wines of the Applegate, "Locals" Day @ Wineries, Farm to Table & Wine Events
 - Home, Garden, forest tours to share information about sustainability and regenerative techniques
 - Workshops and classes with/for Latino/a/x community
 - Applegate River (and tributaries) clean-up days/events
 - Once a month drive-in movie night/ Outdoor movie nights
 - Star gazing parties w/ telescopes
 - Annual yard sale
 - Music events and music at events
 - Food truck gathering

Strategy 5.2.C Develop and mobilize Neighborhood and Mutual Aid Networks

Ideas for Action:

1. Identify neighborhood ambassadors/leaders
2. Train more community organizers via community facilitator training
3. Assess connectedness that already exists in different neighborhoods

4. Inventory existing resources and how to access
5. Prepare a toolkit to share for neighborhood outreach & engagement
 - a. Handouts & Mutual Aid website referral
 - b. Ways to link needs w/ resources
 - c. How to set up neighborhood communication channels
 - d. How to create a neighborhood asset map/skills list
6. Assist neighborhoods in setting up phone trees, Facebook groups, email groups, text threads, and asset/skill maps
7. Organize local food production & support local farmers' markets
8. Manage water resources/irrigation at the neighborhood level
9. Gather with Neighborhood Delegates from around the Valley to exchange information and resources

Strategy 5.2.D Host Neighborhood potlucks and picnics

Ideas for Action:

1. Invite local organizations/leaders to share about current issues
2. Engage the neighborhood(s) when there is a need to protect/defend way of life, natural beauty, and keep it rural
3. Inspire neighborhood beautification and place-making projects (ex: bus stop or bulletin board)
4. Welcome Wagon, including newcomer education and information re: fire and water issues
5. Update or create neighborhood directories for local concerns (fire, emergency preparedness, neighborhood watch, mutual aid, etc.)
6. Create a list of skills, talents, and services to share
7. Create neighborhood listings for help wanted/work needed
8. Identify and check on vulnerable populations (youth/ seniors) when conditions warrant it (power outage, snow, storm, smoke, fire)
9. Help w/ neighborhood transportation needs
10. Connect volunteers w/ local opportunities

Goal # 5.3: To create a more diverse, equitable, and inclusive rural community and a sense of belonging for all who inhabit this Valley

Summary Statement: To create a more diverse, equitable, and inclusive rural community and a sense of belonging for all who inhabit this Valley by fostering a welcoming environment and building trust among neighbors; by supporting and engaging with Latino/a/x, Black, Indigenous, and LGBTQIA efforts in the Applegate Valley; and by creating opportunities for continued DEI education and training in professional and neighborhood networks.

Strategy 5.3.A: Foster a welcoming environment & build trust among neighbors

Ideas for Action:

1. Communicate about the Applegate Valley in a way that creates a strong sense of PLACE
2. Develop ways to find common ground w/ people who have different views
3. Connect with community churches re: events, issues, opportunities for involvement
4. Create safe environments for diverse populations to share their stories
5. Acknowledge Oregon's history of exclusion and oppression in the Applegate
6. Work w/ neighborhood networks and mutual aid network to communicate across neighborhoods and groups (*see section 5.2*)
7. Find ways to connect with individuals and organizations across varying political ideologies

Strategy 5.3.B: Support and engage with Latino/a/x, Black, Indigenous and other People of Color efforts in the Applegate Valley

Ideas for Action:

1. Support migrant/undocumented workers in the Applegate and their paths to citizenship
2. Become a Sanctuary Community to welcome others
3. Increase opportunities for Latino/a/x community engagement
4. Translate signage @ Cantrall Buckley Park into Spanish
5. Host a session w/ Laura Isodora from The Ford Family Foundation
6. Engage with Indigenous leaders and community to identify their priorities and support efforts to honor Native Americans and their history
7. Work with the Applegate Partnership and Watershed Council Cultural Committee and other groups with a shared interest in honoring our diverse local history
8. Inventory and then encourage other existing efforts and organizations in the larger Rogue Valley to have a presence and bring resources to the Applegate

Strategy 5.3.C: Support and engage with LGBTQIA efforts in the Applegate Valley

Ideas for Action:

1. Recognize Pride Month as a community on an annual basis
2. Reach out and offer opportunities for LGBTQIA to communicate areas of need and interest
3. Invite LGBTQIA organizations and individuals to participate at farmers' markets and other community events

Strategy 5.3.D: Develop teen and youth support systems

Ideas for Action:

1. Engage young people in planning for more activities, programs, and spaces for youth/young adults
2. Dialogue with youth on existing clubs/organizations and how to support them
3. Create more mentoring/exchange opportunities between older and younger generations
4. Invite youth to join in neighborhood work parties and projects

5. Create a youth-oriented climate action group
6. Share and expose youth to the value of diversity
7. Create "Safe Place" accommodations for youth within the community, including Indigenous youth & their families at Cantrall Buckley Campground and Outdoor Educational school groups to stay, study, and visit surrounding areas
8. Seek to implement suggestions from the ROCS student essays (*see below*)

Strategy 5.3.E: Create opportunities for continued DEI education & training

Ideas for Action:

1. Facilitate a cohort in the Applegate using Oregon's Farm & Ranch Equity & Anti-racism curriculum
2. Host community language exchange conversations
3. Host DEIJ training around inclusive language use in community conversations and then host community conversations on what DEIJ means in the Applegate Valley
4. Create a DEIJ training using the Business TA grant for local businesses and nonprofits
5. Collaborate with existing organizations on DEIJ work across Southern Oregon

Strategy 5.3.F Develop, maintain and support healthy communication among community members

Ideas for Action:

1. Promote non-violent communication techniques
2. Provide restorative justice practice
3. Explore mediation and conflict resolution options
4. Encourage respectful and/or facilitated conversation on difficult topics
5. Identify communication partners and bring them together to educate and amplify each other
6. Guide communications to promote positivity, reduce conflict, and offer assistance, mediation, and conflict resolution

Highlight→ Suggestions for improvements as proposed by students at Ruch Outdoor Community School

- | | |
|--|---------------------------------|
| ● Safe Routes to School for walking and bicycles | ● Petting zoo |
| ● Bus stops | ● More trees |
| ● Bike library | ● Dirt bike track |
| ● Playground | ● Paintball field |
| ● Public gym | ● Boat and paddle board rentals |
| ● Dog shelter/animal rescue center | ● Restaurant |
| ● Dog park | ● Cafe with Karaoke |
| ● Cat park | ● Ramen shop |
| ● Wildlife sanctuary | ● Sushi restaurant |
| | ● Hometown Buffet |

- Movie rentals
- Safe place to hang out ex: YMCA
- Rollerblading field
- Skate park
- Designated bike track
- Shooting range/Airsoft field
- Slingshot
- Community pool
- Splash pool
- Trampoline
- Arcade
- International Food Market
- Bouncy house/ball pit
- Butterfly garden
- Bowling alley
- Corn maze
- Rock store
- Museum
- Gas station
- New book store
- Soccer field/league
- Football field
- Basketball court
- Zipline on the river
- Nerf course
- Stuffed animal store
- Jumbo slide
- Light saber shop
- Candy store
- Chick-fil-A
- Ice cream shop

Goal # 5.4: To bring together nonprofit organizations that serve the Applegate Valley to gain professional skills and deepen connections

Summary Statement: To bring together nonprofit organizations that serve the Applegate Valley to gain professional skills and deepen connections by working together to utilize collective outreach and communication tools to engage the Applegate Valley community in the work that supports their missions. The Nonprofit Network encourages collaboration, shared action, and increased capacity to support projects generated through the community visioning process.

Strategy 5.4.A: Facilitate collaboration among nonprofits that serve the Applegate Valley

Ideas for Action:

1. Offer professional nonprofit trainings
 - a. Fundraising
 - b. Grant writing
 - c. Board development
 - d. Volunteer recruitment
 - e. Legal and financial considerations
2. Develop collaborative events
3. Develop issue-oriented Working Groups, including Fire & Forest, Outdoor Recreation, Food & Farming, Health & Human Services, Local History, etc.

Strategy 5.4.B: Develop collective outreach and communication tools

Ideas for Action:

1. Spanish Translation/Outreach

2. Consistent column in Applegate about Nonprofit Network to increase visibility and recruit volunteers
3. Better utilization of Applegate Valley Connect, AGA Bulletin, and community bulletin boards to share information about nonprofit activities

Strategy 5.4.C: Increase community engagement with nonprofit organizations

Ideas for Action:

1. Engage more young people in work parties and civic matters
2. Connect neighborhood volunteers to Nonprofit Network
3. Reach out to differently-abled individuals for engagement and education

Goal # 5.5: To conserve the cultural heritage and recognize the local history of the Applegate Valley

Summary Statement: To conserve the cultural heritage and recognize the unique local history of the Applegate Valley through coordinating events and activities, convening stakeholders, preserving and mapping the area's historic infrastructure and by creating and supporting an Applegate History Museum.

Strategy 5.5.A: Preserve Historic Infrastructure in the Applegate

Ideas for Action:

1. Review the ODOT plan for preservation of the Green Bridge
2. Work with McKee Bridge Historical Society to preserve the bridge
3. Work with Buncom Historical Society to assess needs for Buncom
4. Maintain cemeteries, including coordinated grave marker inspection and clean up
5. Recruit individuals and provide a strategy to transfer responsibility for Sterlingville Cemetery Association and other organizations that need new leadership
6. Explore funding to restore and preserve historic barns

Strategy 5.5.B: Develop an Applegate History Museum

Ideas for Action:

1. Explore potential locations for a physical site
2. Develop virtual infrastructure
3. Collect newspaper stories over time to showcase journalistic history
4. Collect existing oral history recordings and create plans to record elders who are still living
5. Tie to History Trails

Strategy 5.5.C: Collect and curate local history events & activities

Ideas for Action:

1. Engage with Indigenous leaders and community to identify their priorities and support efforts to honor Native Americans and their history
2. Support the annual Buncom Day

3. Promote McKee Bridge events
4. Encourage and promote local history presentations at the libraries and other locations
5. Identify, maintain, and map historical trails

Strategy 5.5.D: Develop collaboration between stakeholders

Ideas for Action:

1. Build trust among the keepers of the historical artifacts by holding regularly scheduled meetings and developing shared goals among historical societies, libraries, Indigenous groups, Oregon Black Pioneers, regional museums, USFS, BLM, schools and universities, APWC cultural committee, long-time multi-generational families, and other interested parties
2. Utilize libraries as presentation sites for community engagement w/ historical programs
3. Include Indigenous and other cultural groups to represent their own histories

Appendix B: Comments About Assets, Challenges, Opportunities, and Gaps

*Does not denote frequency of comments or where they came from. Please see the Listening Session Notes on A Greater Applegate's website for more detailed notes on specific neighborhoods (<https://agreaterapplegate.org/vision-notes/>).

What are the assets and resources we have to work with in the Applegate Valley?

Beautiful Environment

Many ecosystems in "one spot"	Snowy mountain peaks
Biodiversity (Klamath-Siskiyou is one of the most ecologically diverse places in the world)	The Rivers
Scenic value	Open space
Wild places (BLM/F.S/Public land)	Mountains
Diversity of tree species + plant species	Forests
Clean water + Good water supply + Groundwater	Wildlife
Sunshine	Plenty of firewood
	Lightly populated-- lots of space, not too crowded

Transportation

Decent roads, some even have shoulders for bicycles
Good country roads, most with little traffic

Destination Applegate

More AirBNB's are coming in	Lots to do with family/visitors
Wineries attract good people/tourists	Good Location- Different Routes with different Vibes (Ashland, Applegate Lake, River, Farmers Market)
Lots to see and do off Hwy 238	

Shout out to some of our Local Businesses!

Ruch Country Store

Hidden Valley Market

Ruch Hardware

Applegate Store

Whistling Duck Farm Store

ACE Fields

The Ridge

Sweets n' Eats

Pennington Farms

Applegate Country Club

Applegate Lodge

Gas Stations

All the farms! And farm stands!

Takubeh

Williams General Store

Williams Country Store

Pit Stop

Wild Wines

The "hay" guy

Quinn's

Provolt Store

Plaisance

Dollar General

Super Natural Chocolate Company

Wine Industry

Local Publications Showcase Vineyards

Fertile Ground/Good Climate

Stores Sell Local Wine

Applegate Valley Vintners Association

Good Word of Mouth/Regulars

Collaboration with Lots of Different
Businesses

More Than Wine to Experience

Events, Farming, Dinners

Wineries Support One Another

Individuals Responsible for Marketing,
Booking Music, Local Chef Cooperation

Not Competitive/Very Cooperative

Local Community Support for Wineries

Arts, Music, Theater

Artists/ Local music and art

Theater @ Longsword

Live Music @ the Lodge

Britt (Jacksonville) volunteer opportunities

Local Food & Farm System

Access to fresh, high quality, local food

Rich agricultural land

Foraging & gleanng opportunities.

Farm stores, farms, ranches, businesses

Native pollinators

Gardens/fresh veggies + Local Farm
Products & CSAs

Lavender farms

Wineries + their common spaces

Agricultural + Forest Zoning

Access to heavy equipment/ tools

Agricultural services-- irrigation, tractor,
help each other

No GMO

Long growing season

New Applegate Evening Market

Williams Farmers Market

Beekeepers

Highest quality and most abundant food
system I've ever been a part of

Small organic farms + Herb Farms

Reservoir and under-allocated water source
(mainstem of the Applegate) + avoid floods

Some water/irrigation

Agritourism

Farm animals

Irrigation ditches

Growing climate, esp. for seeds, winter
crops

You do not have to leave the valley to eat
really well

The abundance of care and openness for
support from other producers. Whatever I
need is a phone call or email away and
usually just right down the road.

Lots of other farmers to share equipment,
markets, knowledge.

Starting a new business here, anytime I have
a conversation with someone I get an offer
for help in all kinds of ways. Ultimately the
strength of one another helping each other
will help us all succeed.

Outdoor Recreation Possibilities

Hiking Trails

High country hiking-- siskiyou crest

Applegate Lake & Squaw Lakes

Fishing

Wellington Wildlands

Rogue River/Siskiyou National Forest
Campgrounds

Bigfoot Trap

Cantrall-Buckley

Provolt Recreation Site

Public river access + swimming

Community Building & Neighborhood Engagement

Sense of community/Community Support

Community organizations +
activities for involvement

Safe/feel comfortable

Friendly people

Honor system boxes

Seeing your neighbors at the store

Privacy

Commonality of purpose

Nice place to live, don't mess with it

Local pride

Strong characters

Old timer's wisdom + knowledge

Diversity-- politics, thinking,
vocations, religions, etc.

Community Collaboration

Prosperity here-- Top 25% of
economic tier

Family connections throughout the Valley

Neighbors support each other with childcare

Jo's List

Great Schools (incl. Ruch, Applegate, Teach
NW)

La Escuela da apoyo/ Hidden Valley school-
gives support

Churches

Isolation from Grants Pass/Medford creates
a strong community, but close enough to
town (Jacksonville, Medford, Grants Pass)
for medical care and other services

Terrain/mountains that define neighborhood

Each "community" has amenities/services
ex: Ruch, Applegate, Murphy, Williams,
Wilderville

Diverse population but super supportive
population. On any scale, there's no one
community fighting others. It is
interconnected - that is how we succeed

Local Non-profits & Organizations

Pacifica

Applegate Lions Club

Riversong Sanctuary

Sanctuary One

The Applegater

Williams grange

Applegate Siskiyou Alliance

Buncom Historical Society

A Greater Applegate

Environmental organizations

Nonprofits working on trail development
(Siskiyou Uplands Trails Association,
Applegate Trails Association)

Women Helping Other Women

Forest Service

Libraries

Fire Department/stations

Prescribed Burn Association

Several organizations who are working to
keep the soil healthy and regenerative and
the water clean and flowing

Cultural Heritage & Historic Infrastructure

Indigenous community present

People of the beautiful valley

Been stewarded for 1000's of years

People who have been here a long time

Rich history

Gold

Historic cemeteries

Historic mining infrastructure

Buncom

Green bridge

McKee Bridge

What are the challenges or barriers for a higher quality of life or a more livable community in the Applegate Valley?

Emergency Preparedness

Lack of emergency services

Public Safety

Not a lot of law enforcement presence

A long delay in sheriff response

Mail Theft

Trash/dumping on the roads & Campsites

Trespassing

Sign theft

Drunk drivers/drinking and driving

Reckless, fast drivers and loud motorcycles

Difficult to walk/ride on roadsides

Increased crime

Checking mailbox in car facing wrong way

Meth and other illicit drugs

Built Environment

Infrastructure deterioration

No public restrooms

Communications

Lack of internet access-- rural broadband

Poor Cell service

Health & Wellness

Aging population

Transportation

County road maintenance

Few electric car charging stations

No turnouts on Hwy 238

No bike/walk path on the valley floor

Lots of speeding on the roads (HWY 238, North Applegate, Upper Applegate, Little Applegate, Thompson Creek)

Cyclists getting run off road- unsafe conditions

Lake traffic

Lots of people driving to and from work

General traffic safety on Hwy 238

Roadside trash

No bike lanes

No transportation options

Need for more common courtesy (esp. on the roads), understanding of cultural norms

Housing

Lack of Affordable housing

Income/standard of living inequalities

Home prices ↑↑ / gentrification

Tax lots, increasing property values

Reduced access for families/young adults

"Housing Crisis"-- lack of rentals

No ADU's on EFU + FR

No help for the homeless

Lack of housing stock/cost of living too high

Education

Limited K-12 education (esp. high school)

Early childhood and pre-k options

Waste Management

Amount of plastic and limited recycling

Glass recycling pickup

Lack of recycling center

Broken glass

Destination Applegate

Lack of overnight accommodations

Healthy Workforce

Disparity of wealth, who lives here vs. who works here

Disparity of pay/wages

Hard to find/retain help

Limited workforce

Forest & Fire

Smokey summers

Fire threat to homes, farms, forests

Lots of fuels in the forests

Losing Doug Fir

Bark Beetle

Private timberland clear cuts

Lack of fire mitigation

Forest Health declining

Speeding Logging trucks

Land stewardship/forestry management

Private & federal lands logging

Clear cuts and poor forestry practices

Not many fire escape routes

Unsafe wildland urban interface

Maintaining wildlife habitat as we grow and change

Water

Water- availability, regulation, smart-use, responsibility

Illegal water use and abuse and lack of enforcement

Groundwater/limited Creek water/irrigation

Water rights

High water use by marijuana and hemp producers

Drought

Not enough beavers

Overallocated water rights

Local Food & Agriculture

Hard to make a living farming

Access to land for new/young farmers

Getting food to more urban places, difficult to connect abundant rural agriculture lands to the greater Rogue Valley.

Time constraints and not being able to visit all the farm stores to get one's weekly supply of groceries.

How many people out in this valley don't realize the resources we have out here, some people have lived here for 10+ years and never stopped in at the Whistling Duck or other stores like it.

Getting the word out about what we have to offer to the greater region, people don't realize all the products that are available here.

Getting word out about resources (like commercial kitchens, creameries, etc.) that may be available for rent at certain times.

Lack of inter-industry communication, especially with grape, hemp or marijuana growers.

Internet sales/running a business of any kind on poor internet. Can't run payroll some days because they can't connect with enough download speed.

Getting labor because of the isolation. A lot of people employed out here are in other industries and commute. Some people who want to work in the industry can't afford to live out here. Having to commute from Medford for a \$12-14 a job isn't necessarily feasible.

Wineries/marijuana/hemp have a huge effect on the price of land and labor.

With a lot of labor turnover there is a lot of margin for error and one little mistake can lead to a loss of long standing relationships

Farm prices have skyrocketed even in the last 12 months.

Challenging place to live. Hard for new farmers to buy property. Large influx of people moving from urban areas who don't

Know how to take care of land or what it means to be a good neighbor.

Struggled most with economies of scale, I'm a small operation (vineyard under 5 acres) I have to have a perfect year to almost break even. To maintain organic, salmon safe, good steward of the land, etc. farming practices make it very unique challenge with such a small operation.

Issues getting access to commercial kitchens.

Cannabis Industry

Absentee landlords-no stewardship

Hemp (monoculture) -too many farms, taking over other needs & space & resources ↑ traffic

Use of herbicides/pesticides/ rat poison @ Hemp & THC farms + effects on animals and birds

Plastic on farmland!

"Trimmigrant" camping/parking

Trashy Cannabis grows

Wine

Heat/Smoke: Hospitality business is weather driven

Small farms would benefit greatly from gaining access to capital products/infrastructure in the valley.

Environmental challenges to getting things established e.g. star thistle, wild turkeys, ground squirrels

Invasive species

Speculative land purchases being put into wine because you can write off up to 10 years of losses, most of the winemakers are not making money. It's a challenge to take land back out of the wine stronghold because the land is being bought up for tax benefits, (10-31 to use tax advantages) then land is not as available to put into something else.

Centralize outlet/retail space for locally grown food

Greenhouse development traffic, dust

Paved over farmland

Light pollution

Increase in monoculture

Illegal Cannabis sales/crime

Transient population, shift to hemp & cannabis (illegal)

Water is Always an Issue (Competition for Water, Illegal Water Use)

Competition for Labor (Cannabis/Hemp,
Small Local Labor Pool)

Roads: Poorly Maintained

Poor WIFI: Visitors Finding Way, POS
Shutdowns

Transportation: Uber/Taxi Expensive,
Unreliable, Lots of Travel

Poor Cooperative Marketing of Applegate
Jointly market (Arts, Markets, Events) Local
Mardi Gras

Including Farm Workers in Wine
Community

Outdoor Recreation

Not enough public access to river (kid friendly too)

Not enough resources to pick up trash

Climate

Climate change and transitioning forests/weather, increasing temperatures

Rural Representation

County government is remote/disengaged

Jackson/Josephine county line splits
Applegate Valley

Jackson county building dept.-->codes, land
use, planning, state DEQ (septic)

Inconsistent enforcement of laws &
regulations- land use

Zoning-no flexibility

Code enforcement

Josephine County building codes cost \$\$

County funding challenges + antiquated
strategies

AirBNB banned in Josephine County?

Agency turnover, not enough continuity or
follow-through

No one knows history of local issues at
agencies

Restrictive zoning

Community Building & Neighborhood Engagement

Regulations on large gatherings

Lack of venues

Lack of community organization

No community gathering space

Difficult to be accepted into the community

Imports to the Valley that do not share values or care for this place

Diversity, Equity, and Inclusion

Realmente no saben que recursos existen/
Don't really know the markets/resources

Dejar el valle por la mayoría de los recursos/
Leave the valley for most resources

Acceso a clases de Inglés/ No access to language classes

Es difícil comunicarse con la mayoría de las personas/ Difficult to communicate w/ people, including bosses, doctors, anyone

Mercados son demasiado caros/ The markets are too expensive, would support if they were cheaper (also if they were selling culturally significant foods)

Se carece apoyo general para los inmigrantes/ The Applegate lacks general support for immigrants

Hay un desarrollo de trabajo pero las viviendas son muy difícil- renta cara y poca, comestibles caros/ There are jobs but it is difficult to live here because rentals are few and expensive, food is expensive...

Mayoría de los trabajadores vienen de las afueras, no viven aquí/ the majority of the
Lack of youth opportunities

Lack of diversity

Fear of neighbors

Spectrum of politics/ideologies

Moving through change as a community

Informants

workers in the Applegate live outside of the Applegate

Alguien que está establecido tiene que saber buscar cosas, no hay ayuda para inmigrantes recientes/ Someone who is already established knows how to find things, the immigrant populations don't

No conoce programas para niños y adolescentes/ Not aware of any programs for kids or teens, like a teen hire out

Serviceos publicos faltantes/ Missing the public services

Medford y Grants Pass están sacando a la comunidad del Applegate/ Medford and GP are pulling the community out of the applegate

Hay muchos latinos viviendo aqui pero no hay lugares ni proyectos que nos conjuntan. El espacio nos falta/ There are many Latinos that live here, but there are no places or projects that bring us together. These spaces are missing.

Immigrant assimilation

Rides to town for teens (getting to the places where people/things are)--> long drive time, friends are far away, can't just walk or bike anywhere in the Applegate, not a lot "to do"

Some blatant racism/ignorance/threatening behavior

What are the opportunities for a higher quality of life or a more livable community in the Applegate Valley?

Emergency Preparedness

Earthquake/dam break preparedness

CERT Training in the Applegate

Work w/ Jackson + Josephine Counties Emergency Management

Public Safety

Coordinate Neighborhood Watch groups

Community Infrastructure

Education/Community Center

Aquatic Center

Communications

Reliable cell signal

Make AVC better/more user friendly

Fiber optic/broadband Internet

Stronger sense of place

Community Radio Station

Connect AVC + Jo's List

Better use of bulletin boards

Fundraiser for Jo's List

Energy

Local power district-->village power model, microhydro

Health & Wellness

Emergency Services/Urgent Care

Transportation

Public transportation options + Shuttle bus for visitors/Trolley/Bus System

Bike lanes and safer pedestrian options like greenway

Bike Pathways + bike wine tours on the Valley floor– connect to Mountain Biking trails

Gas stations

Make 238 a Scenic Highway

Article in the Applegator on Road Courtesy

MOU's w/ counties re: road issues (esp. Carberry)

Community connecting bus

Housing

Affordable Housing

Invest in low-income housing opportunities

Education

Local school district

Teen & youth support system

Pre-school

Waste Management

Waste co-op/reuse/recycling depot/repurposing center

Free exchange of materials: "free pile"

Innovative Economy

A.V. mutual fund/local investment group

Small business incubation + support w/ local government

Business Start-ups/ Entrepreneurship incl.

Cideries

Handy people

Land maintenance crews

More restaurants/eateries/ cafes, (esp. Farm to Table)

Food trucks on rotating schedule

Access to legal services

Re-open McKee Bridge Restaurant & Gas Station

New buyers for Wilderville Store, Indigo, the Lodge, etc..

Destination Applegate

Better linkages for tourism

Airport

Marketing to link all the opportunities for visitors

Resort/high end lodging to support tourism

Recreation advertising

Virtual classes, area tours, etc.-- leverage tech to "bring" more people to the Applegate w/o them physically having to come here

Wine

Commercial Kitchen Space

Coordinated Winter Event/Cool Stuff in Neighborhoods

Young people involved in industry, keep that going

Weaving all the stories together- not just individual stories

Wine/Culinary/Hospitality Education for those just starting out

Co-working Space w/ Wifi

Cooperative advertising

Business Directory

Business Zoning + Clusters

Laundromat

Maker space/ fab lab

Map that integrates w/ AV Wine Trail to include Cider + Cannabis, etc-- more inclusive of our local businesses

Tours of breweries

More tours!

Relationship w/ Jacksonville & Grants Pass as gateways to the Applegate

Artist's Colony/Retreat Center

Digital, Magazine, App, Social media

Community Calendar- SEO, How do people find Applegate Connect? AGA/AVVA

Contact Database

Consistent Communication

Coordination: Farm to table/Wine Events/Events of all sizes

Attract wine professionals

Program to Introduce/educate people to the
wines of the Applegate- people near and far
Seasonal pairings

Healthy Workforce

Connecting laborers with employment

Labor pool for immigrant workers food/forest/farm (verify work sites)

More employment opportunities

Forest & Fire

Ecosystem restoration on millions of acres

Protection of more wildlands

Be wise and loud about what we need to
protect

Preserving/policing natural resources

Bring back (restore) native burning
techniques and practices

Forest treatment between Ruch &
Jacksonville

Ecological forestry co-op

BLM- Siskiyou Seeds

Clean Forest organization

More people working in the forests-- fuels
reduction + prescription burning

Less smoke from wildfires

More signage- fire prevention - near
Applegate Lake

Water

Build beaver coalition

Develop/update better water systems

More transparency in water rights

Local Food & Agriculture

Equipment sharing (tractors)

Tool/equipment library

Support agriculture that produces food

Better prices + selection for food

Better access to local/organic produce +
farm-raised meat

More potential for local food sourcing/local food system/local markets

Encourage organic and bee friendly residences

U-pick strawberries

Innovation in wine, food, and cannabis industries

More farm stands

Continuous contour trenching

Work with restaurants and local grocers to increase local purchasing

Protecting our soil as part of our work. No spray pathways etc.

Land Access and ways to support for new farmers coming in

Infrastructure assessment-- map has been started, what are the assets, what is shareable, what is accessible, what we are lacking.

Lots of funding for capital improvements to help local producers upscale.

“Food hub” helps to fill gaps in small scale producers getting their products to market by reducing the marketing and distribution.

Put together “order list” and a delivery truck to pick up from each farm and deliver to people’s homes. Like a farmer doordash - CSA

Tool & equipment sharing

AGA has the opportunity to do so much to get the word out about important things.Ex: The previous Applegate Farmers’ Market

OSALT & So. OR Land Trust work in the Applegate

Garden tours to share information about sustainability, regenerative techniques

Increase community connection to Local Farms

Use of conservation easements/projects on private land for protection

Management of invasive weeds

didn’t succeed because of lack of communication. If people knew, they would show up. There is demand in the Applegate.

Getting the word out about the vital farmers market = very valuable. Folks would love to stay in AV to buy food, if they knew there was a place to buy it.

Education and resource sharing. Getting the word out.

Expanding the awareness of the resources of what is in the valley, there is a huge market just with our neighbors

“Applegate Valley Grown”- how do we brand this concept and get people to buy into it.

Double SNAP bucks.

Lots of opportunities to incentivize local buying through “local currency” systems.

Applegate Food Bucks - you get double your money on local food purchases - If you buy local, your money goes twice - folks are struggling - opportunity to buy local- local

currency like tokens

Support a strong local farmers' market or other shared marketing venues

Cannabis

Greater collaboration between marijuana/ hemp growers + the community

Respect Cohabitation

Work w/ counties on enforcement of illegal grows

Regional branding as part of an appellation system for cannabis (like AVA's)

Have a singular person as vendor at farmers markets. Take strain off farmer to spend time at market when they need to be devoting time to their farm.

Cannabis/hemp education center/tasting room for tourists (and locals)

Applegate dispensary, cooperatively owned

Re-engage w/ hemp + cannabis associations

Jobs in legal marijuana

Bud & Breakfast

More companion planting, esp. w/ food crops

Outdoor Recreation

Clean-up/trash pick-up @ rec sites + campsites

Signage @ recreation areas about good behavior

trash = pack in & out

no drinking and driving

fire safety

Provolt Seed Orchard potential

More connecting trails

More spur trails off SMDT

Comprehensive trail maps available

More trail heads

Through hiking trails-- coast to crest

Complete Jack-Ash Trail

Public River access

Public floating on mainstem river

Clean up swimming holes

Merlet's Cove

Friendly atmosphere

Remove invasive species esp. those causing barriers (blackberries)

Rural Representation

County Commissioners that understand/represent AV interests

Work w/ County to preserve community character and design (oversized building + processing barns)

Forward thinking county government re: timber + better relationship w/ BLM & USFS

Flexible building permits for yurts and things

Better coordination and relationship w/ planning departments for appropriate land use designations

Law changes to allow farms to host long-term housing during crises

Intentional planning w/ two counties

Community Building, Events, & Neighborhood Engagement

Historical Event-- Applegate Day, celebrate families that founded the valley, honor Native Americans, salmon festival

Friends of the Applegate group

Skill sharing/Local workshops

Events to celebrate seasons-- connect fall/winter, Buncom Day

More information sharing/communication about issues

Local farmers' market

Connect & direct volunteers with/to opportunities

Barter fairs

Organized tour of Applegate Artist Studio + Art shows

Mentoring

Networking

Dancing

Build on creative energy and enthusiasm

Community dinners and events- theater, music, farm to table

Older + young people coordinating/exchange

Yoga

Paragliding/Applegate Open

Community potlucks

More public art

Creative fundraising

Farm & Art Tours

Community Welcoming Program, incl.

Small music/event venues

Welcome website for community members

Diversity, Equity, & Inclusion

Migrant support + paths to citizenship

More kid resources/activities

Nonprofit Network

Use schools for gatherings/education w/ WCF project, watershed councils, Rogue Advocates, KS Wild, Sugarloaf, etc.

Young people to join existing clubs/organizations

Increased Nonprofit Coordination

Collective community involvement

Local History & Cultural Heritage

UNESCO Heritage funding to preserve old barns

What is missing, what are the unmet needs, where are there gaps in the Applegate Valley?

Emergency Preparedness

Evacuation plan/map

Firewise education

CERT training

More volunteer firefighters

Community education classes on land, resource management, emergency preparedness, etc.

Public Safety

Satellite Sheriff's Dept/ Police presence/ prompt response/ reliable

More speed signs posted

Trust among neighbors/community

Community Infrastructure

Community rec center

Places where people gather like ae local roadhouse

Community information & convening center (possibly AGA office).

Coworking space

Tool/equipment sharing program

Swimming pool

Communications

Community forums ('Gater" only quarterly)

Better advertisement for communication/emergency resources (calling list, jo's list, etc.)

Fast internet!!

Centralized communication system

Improved use of Next Door

Connection w/ Community Churches

Tele-community possibilities, better internet infrastructure

Health & Wellness

Mental health clinic

Services to age in place

Senior center

Eldercare/help resource team/assisted living

Access to health care/medical services

Wellness Center w/ Local naturopath + other medical services

Public fitness center: pool + courts

Transportation

Bus/Trolley Service to neighboring cities

Carpool/rideshare options

Bike Lane on Hwy 238 + bike friendly roads (Upper Applegate)

More passing Lanes on Hwy 238

Local bus/carpool/rideshare

Shoulders/safe routes for walkers + bikers

A central bridge to get to Whistling Duck/ Pennington

A path between wineries

Turnouts for traffic

Wildlife crossing on Hwy-238/ Wildlife corridor

Connect Humbug to RR (pros & cons) potential exit

Housing

Enough Rentals

Affordable housing options/affordable land

Education

School Districts lack art and music teachers

Younger population for volunteers

Programs for kids

RCC Outlet/Satellite (or shuttle to GP Campus) for useful rural skills-- mechanics, welding, etc.

Childcare and pre-k network

After school programs and childcare in general

Highschool

Educational/social/gathering spaces for kids

Higher Ed options

Waste Management

Free dropbox (clothing, food, construction supplies, furniture)

Recycling program/facilities/re-use

E-waste/hazmat disposal

Innovative Economy

Village center/hub (every 6-10 miles)

Coffee Shop for studying, reading, meeting friends

Restaurants/food/drink/public space

Financial capital

2-stroke engine repair

Community purchase lodge

Laundry service/Laundromat

Destination Applegate

Visitor Centers-- Fish Hatchery Park, Cantrall Buckley, McKee Bridge, Big Foot Trails

More lodging for visitors

Attract adverse demographics of tourists

Local tours

Business Network

List of mechanics on AVC? Small engine, auto, tractor, etc.

Forum for skill sharing

More small businesses

Advertising local businesses

Community development resources

Wine

Harvest/Artisan Festival

Greater Recognition of AVVA
State/Nationally

Wine Map that details child/dog friendly &
hours

AVVA App not inclusive of other
attractions; Need Comprehensive App
(lavender, Farm, etc)

Many local/unique stories not getting out
into the world.

Inventory of event spaces

Better promotion, better search engine
capacity

Promote Vacation Rentals: Accessible
List/Booking/etc

Marketing challenge of Applegate region,
used to be the jewel now much competition
for wineries in the region.

Affordable housing for workers

Infrastructure for large events
(space/parking)

Outdoor movie night

Healthy Workforce

Lack of local work creating excess commuters

Workers/employees (on the books)

Programs for undocumented workers

Job service/job resource services

Forest & Fire

Consistent leadership in the BLM

Residential/wildland exemption

Fuels reduction and regional biochar drop-off, then farmers and gardeners can buy the biochar to make it viable business or co-op

Forest thinning projects

Water

Rain

Water wise education

Water master to maintain codes and laws

Beaver in the creeks and rivers

Maximization of water resources

Local Food & Agriculture

We don't grow enough produce to meet needs/demands of the valley.

Need more local markets

Aside from a few, most of the markets and restaurants are buying from the larger industrial food system and not supporting our local producers. (because of ease, distribution routes, price point, lack of demand, etc).

Local stores can't find the right price point and consistent supply to buy from local producers.

Need to raise the awareness of Applegaters of the importance of buying local and supporting local producers.

Tax incentives for local businesses to buy from local producers.

Discouraged that the attitude in the Applegate is that "there is an abundance of produce and it should be cheap or free" because a lot of people know how to grow their own food. Likely not the case but without an outlet to sell locally that's the way it feels.

Local + organic groceries available at local stores

No functional farmers market but more than adequate desire for it from the community (which may be changing).

Need a place to conjugate- to support everyone all at once

Need some central communication

Important to look at water storage - we will be more resilient

Need more local labor and housing for that labor

Better food security and access to local food for all Applegaters

Food Trucks

Weekend Farmers' market

Food co-op

Regulatory process and oversight for hemp/marijuana farms

Available places to eat/ more restaurants

Natural foods/organic store co-op

Outdoor Recreation

More public access to the river and info on put-ons and take-outs (river guide)

Top notch rural mini-golf

Botanical garden

Horseback riding

Rural Representation

Political representation

A way to mobilize the community when there is a need to protect/defend/way of life, natural beauty, keep it rural

Community Liaison to county offices, incl. grants/funding opps

Relationship with county commissioners

Education about political process for our region

Agreement of principles that define and hold community resilience

Forward thinking commissioners

Taxes leave the area

Limited tax base affects community services-- police force, teachers, etc.

Community Building, Events, & Neighborhood Engagement

More community gatherings/events/celebrations, incl:

star parties w/ telescopes,
picnics/potlucks

river festival/float day

Annual Yard Sale

"Locals Day" at the Wineries

A place for artisans to sell/display

Neighborhood Potlucks + Picnics

People/ families in their 30's & 40's

Multi-generational opportunities/activities

Volunteer opportunities

Diversity, Equity, and Inclusion

Clases para desarrollar habilidades/
Workshops and classes, ex. Women's
Carpentry

Oportunidades para vender Tamales y flan/
Opportunities to sell Tamales y flan

Guarderia de los niños/ Daycare, preschool

Clases de Inglés y/o intercambio en la
comunidad/ English-language program and/
or Community language exchange

Actividades, programas, trabajos para los
niños y adolescentes/ Activities, programs,
jobs for kids and teenagers

Relaciones con la gente aquí/ Relationships
with the people here, inclu. potlucks

Una alberca de juegos/ A pool

Caracemos el agua/ Lack of water

Un parque gratis con/ A free public park
with: Patio de recreo/ Jungle gym

Comedy club

All ages local music venue

Once a month movie night/drive-in

Forum/communication network for
organizing

Community organizers

Get the word out about mutual aid

Equipo de ejercicio/ Exercise
equipment/obstacle course

Un lugar para deportes/ Field for
sports Baloncesto/ Basketball

Mesas y barbacoa/ Tables and BBQs

Fogatas/ Firepits

Banos/ Bathroom

Acceso al rio/ River access

Black Lives Matter/Anti-racism learning
group

Climate-based organizing/youth engagement
(ex: Rogue Climate Action Team in the
Applegate)

Focus on diversity and inclusion in our
Valley

Finding common ground with people with
different views on public policy

Sanctuary community-- welcome others who
can help

Racial diversity-- foster a more welcoming
environment

Respect for diversity and different ways of
being

Local History & Cultural Heritage

Acknowledge and emphasize local history

Oral History recordings

Collaboration between museum and library

Historical trails

Appendix C. Applegate Valley Demographics

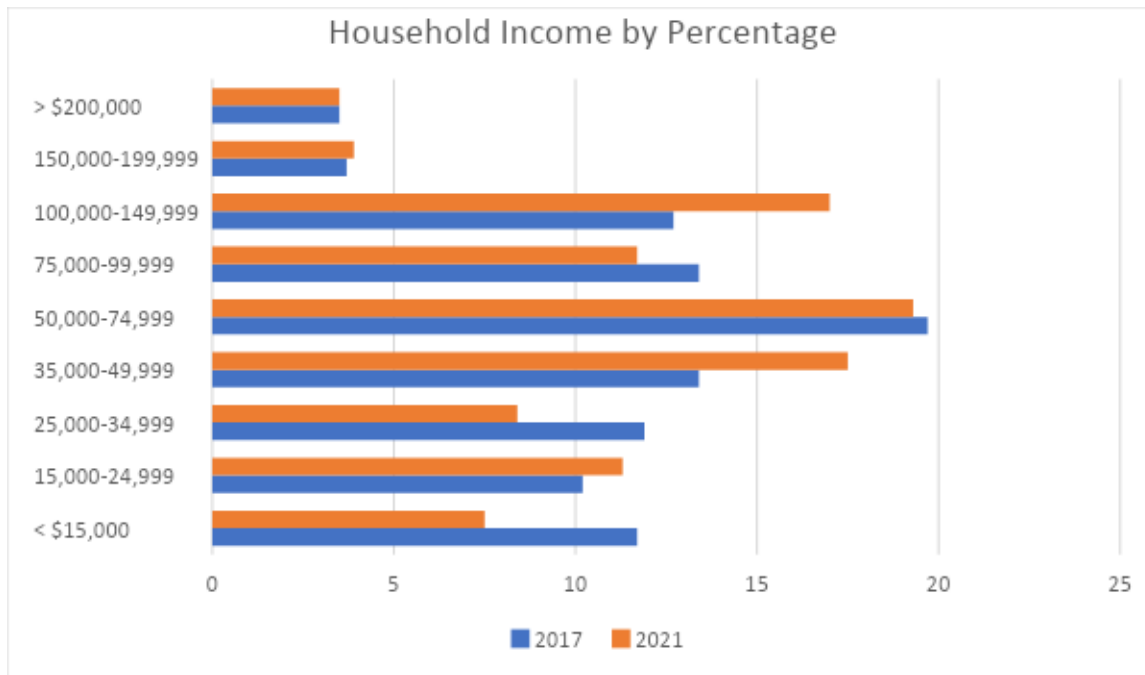
Because the Applegate Valley is a small piece of three counties with no incorporated cities, demographic data is hard to gather. Not being able to understand how many of us are living under what circumstances is just one of the ways that impacts our ability to identify as a place and a community. A Greater Applegate has been working with Rural Development Initiatives (RDI) over the past five years to gather the demographic data available to us. Some of that is presented here.

Population and Housing

	2010	2017	2021
Total Population	18,114	18,673	19,207
Median Age	51	53.6	54.8
% Age 0-19	19.6	17.4	16.6
% 20-34	11.6	12.2	12.2
% 35-64	45.6	42.5	40.9
% >65	23.1	27.8	30.4
Total Housing Units	7,435	7,636	7,928
Total Owners	5,937	5,943	6,487
Percentage	79.8	77.8	81.8
Total Renters	1,498	1,693	1,441
Percentage	20.1	22.1	18.2

As the table above shows, the Applegate Valley has experienced total population growth of 1,093 from 2010 to 2021 (5.7%) while adding 493 total housing units (6.2%). The population has consistently aged, particularly among residents in the latter stage of work or retired. The greatest drops in population are among school-aged residents and those in prime production years. The total number and percentage of homeowners grew only slightly between 2010 and 2017, and considerably greater between 2017 and 2021. This has been matched by a comparable drop in renters during the same period.

Household Income



Between 2017 and 2021 median household income grew 4.8% in the Applegate Valley, from \$52,502 to \$55,119. As can be seen in the chart, this growth can be attributed to income jumps from one range to the next in several categories. These include household income shifts from less than \$15,000 to \$15,000-24,999 and from \$25,000-34,999 to \$35,000-49,999. Similarly, the income ranges of \$50,000-99,999 have shifted into the \$100,000-149,999 range. The percentage of residents in the highest two income ranges has remained stable.

Appendix D. Plans that came before the *Applegate Valley Vision* (2022):

- *Applegate Valley Community Center (1993)*
- *Applegate Direct (1996)*
- *Stewardship in the Applegate Valley: Issues and Opportunities in Watershed Restoration (1995)*
- *Strategic Planning in the AV: Issues & Priorities in Phase One of the Planning Process (1996)*
- *A Home for All of Us: The Applegate Partnership & Watershed Council (1996)*
- *Jackson County Plan (2000)*
- *Applegate Communities' Collaborative Fire Protection Strategy-- Applegate Partnership (2002)*

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