



Jackson County Community Long Term Recovery Group
Housing Recovery Workgroup

Distributed Housing Options / ADU Engagement Plan

Purpose

Advocate for and support the development and utilization of accessory dwelling units (ADUs) and other distributed housing options to increase housing availability and diversity in our community.

Priority Leader

Derek Sherrell

Update Frequency

Provides updates in the JCC LTRG Housing Recovery Workgroup, which occurs on the third Wednesday of every month from 10:00 - 11:30.

Current Work

1. **Engaging Local Landowners Interested in ADUs:** Enhancing Access to ADU Information and Builders
 - a. **Action Items:**
 - i. **Outreach:** Conduct outreach to local landowners interested in ADU development, providing essential information and resources about the process.
 - ii. **Builder Information:** Inform local landowners about available ADU, modular, and building component builders in the area to assist them in their development endeavors.
 - iii. **Promotional Efforts:** Promote the "That ADU Guy" channel, offering valuable insights and guidance on ADU development to interested landowners.
 - iv. **Targeted Advertising:** Utilize targeted META ads to reach homeowners most likely to have a property and desire ADU, focusing on aspects like flat lots, available infrastructure, and street access to maximize effectiveness.
 - v. **Municipal Engagement:** Leverage municipal email distribution lists and outreach platforms such as Ashland Housing, Medford Housing, and Craigslist to expand outreach efforts and connect with potential ADU developers.
 - b. **Metrics:**
 - i. Number of local landowners contacted and provided with information about local ADU development.
 - ii. Engagement and response to promoted channels, including the "That ADU Guy" channel and targeted META ads.
2. **Creating Informative Outreach Material for "Ready-built" Plans:** Empowering Homeowners with Pre-Approved ADU Plans
 - a. **Action Items:**
 - i. **Material Development:** Develop comprehensive outreach material highlighting available "Ready-built" pre-approved plans, emphasizing their benefits and suitability for various housing needs.

- ii. **Distribution:** Distribute the outreach material among relevant stakeholders and homeowners through various channels such as email newsletters, websites, social media platforms, and community events to ensure broad accessibility and awareness.
- b. **Metrics:**
 - i. Development of informative outreach material for "Ready-built" plans.
 - ii. Distribution of outreach material among stakeholders and homeowners, assessing reach and effectiveness.

3. **Outreach to Local Planners for Ready-Built ADU Plans Adoption:** Facilitating Access to Pre-Approved Plans

- a. **Action Items:**
 - i. **Collaboration with Local Planners:** Initiate discussions and presentations with local planners to advocate for the adoption of ready-built ADU plans.
 - ii. **Provide Information and Support:** Offer information and support to assist planners in understanding the benefits and practicalities of integrating ready-built ADU plans into municipal web pages.
- b. **Metrics:**
 - i. Number of jurisdictions that have adopted ready-built ADU plans.
 - ii. Number of jurisdictions that are influenced to update their websites with ready-built ADU plans.

4. **Promoting System Impact Fee Waivers for ADU Development:** Advocating for Reduced Fees

- a. **Action Items:**
 - i. **Follow-Up with Representative Pam Marsh:** Schedule a meeting or communication with Representative Pam Marsh to discuss State SDC Waiver programs and gather information on available opportunities.
 - ii. **Study City of Medford's SDC Waiver Program:** Conduct research and analysis on the City of Medford's SDC waiver program to understand its structure, implementation, and effectiveness.
 - iii. **Advocate for System Impact Fee Waivers:** Engage with local jurisdictions to advocate for system impact fee waivers for ADU development, highlighting the benefits and potential impacts on affordable housing initiatives.
 - iv. **Engage with Potential Funders:** Identify and engage potential funders or stakeholders who may support system impact fee waivers for ADU development, exploring collaboration and financial support opportunities.
- b. **Metrics:**
 - i. Number of jurisdictional planners engaged in discussions regarding system impact fee waivers for ADU development.
 - ii. Number of discussions with potential funders regarding supporting system impact fees funds for ADUs.
 - iii. Number of waivers or reducing fees for ADU development adopted.

Staff Support

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