



Livability and Resilience: A
Vision for the City of John Day

COMMUNITY OVERVIEW

- Small but mighty (*pop. 1,735*)
- Largest incorporated city in Grant County, OR
- Halfway between Bend and Boise on Highway 26
- One stoplight town (*only one in the county*)



GRANT COUNTY

John Day is centrally located within the county



JOHN DAY GEOGRAPHY

John Day River Valley



FOUNDED IN THE GOLD RUSH

- Gold discovered June 8, 1862 at Whiskey Gulch (Canyon Creek)
- 4,000 – 6,000 people by that fall
- County established October 14, 1864
- 10,000 immigrants at peak population, many from China



NATURAL RESOURCE MINING



MAIN STREET CATTLE DRIVE

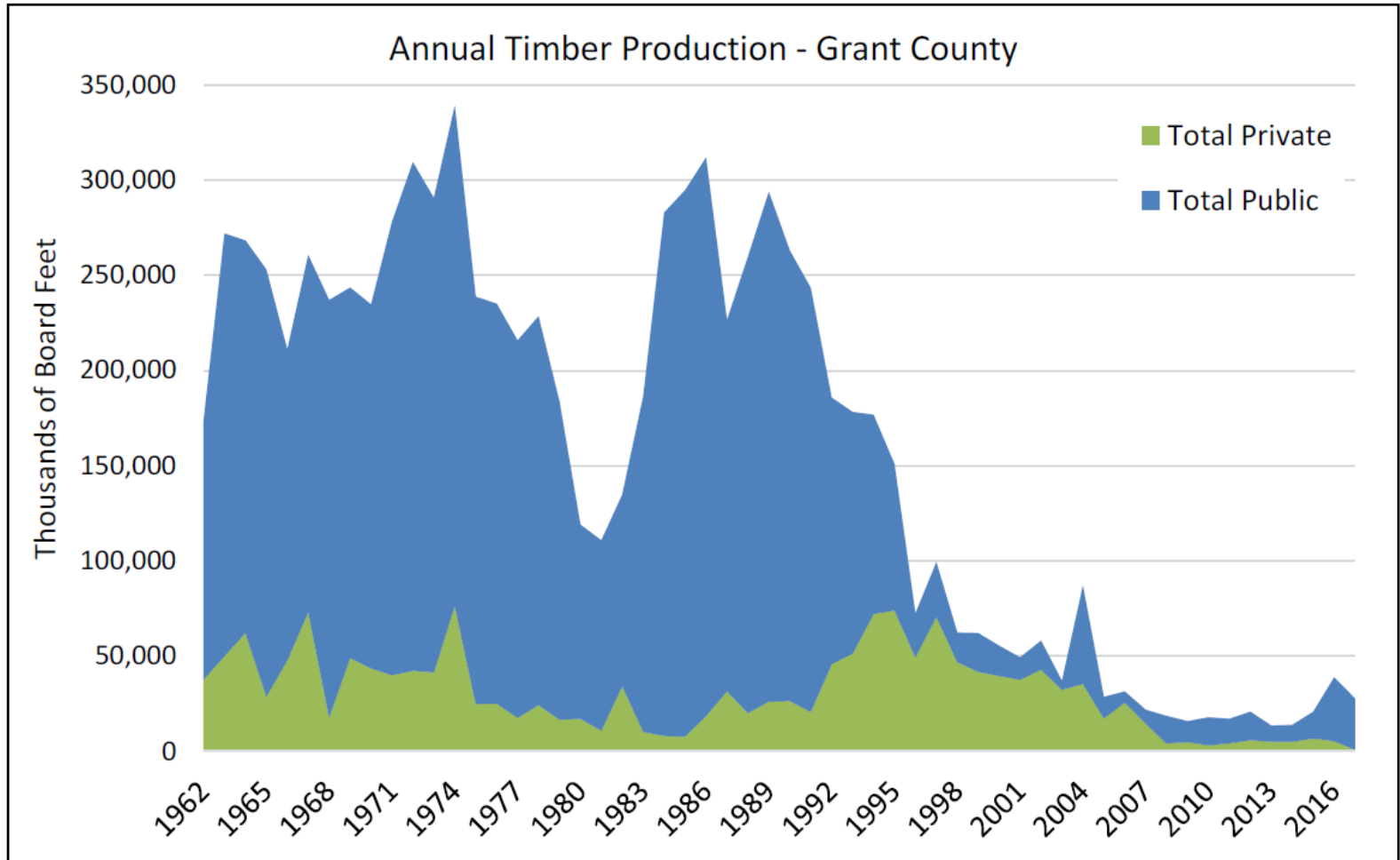


OREGON PINE - 1994



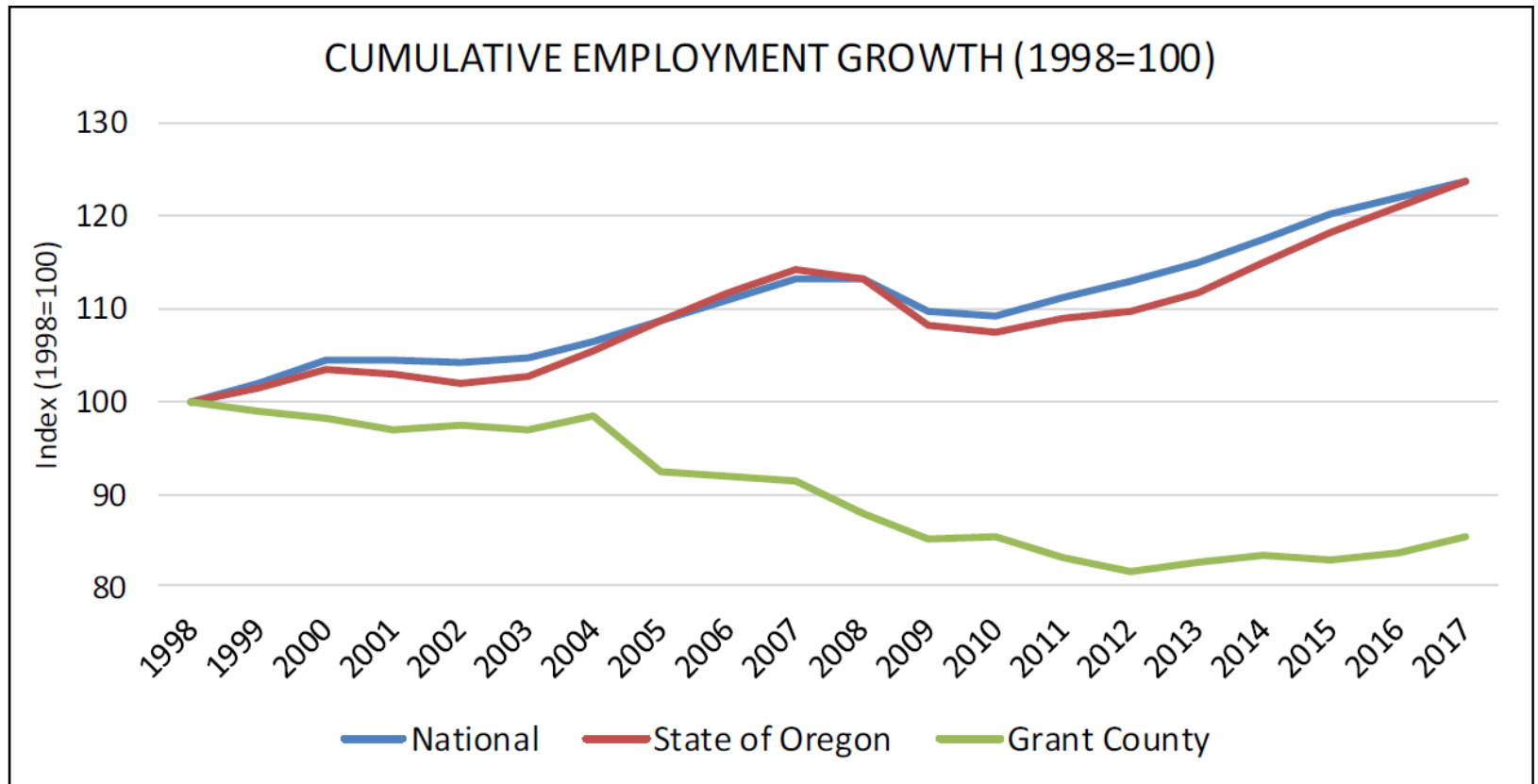
DECLINING TIMBER PRODUCTION

FIGURE 2.13: ANNUAL TIMBER PRODUCTION IN GRANT COUNTY (1962-2017)



SOURCE: Oregon Department of Forestry

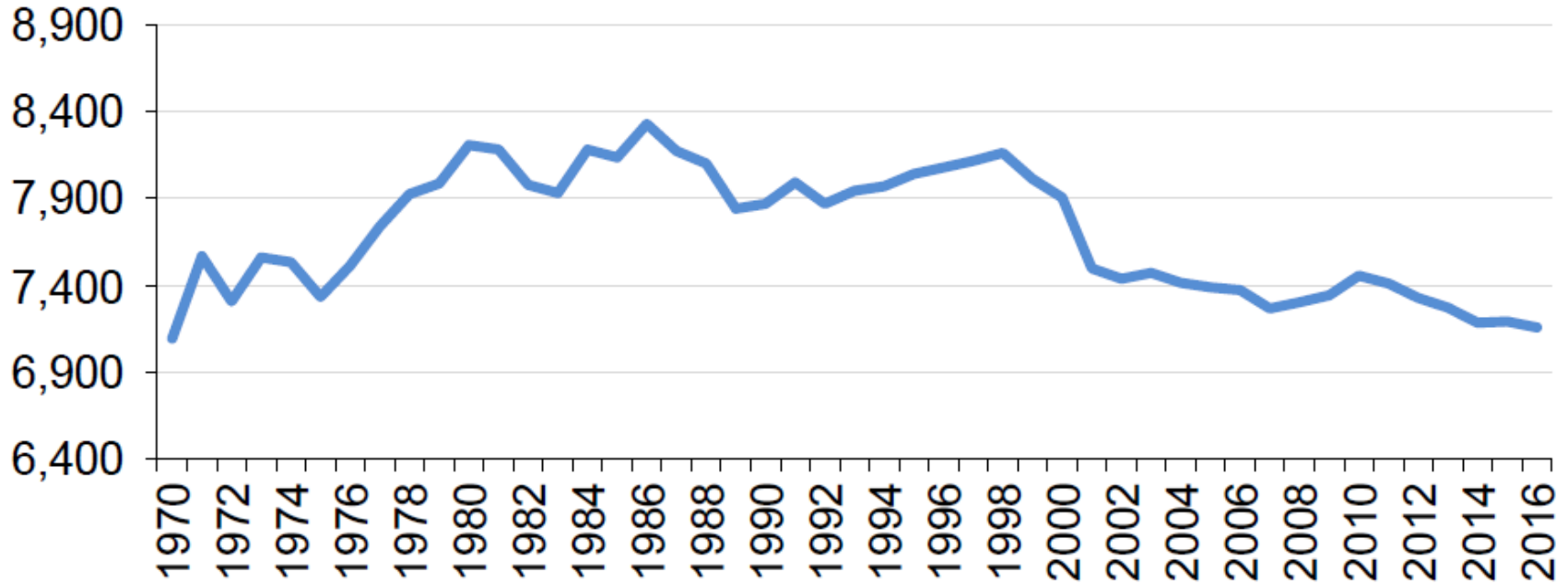
SIGNIFICANT JOB LOSS



SOURCE: U.S. Bureau of Economic Analysis, JOHNSON ECONOMICS

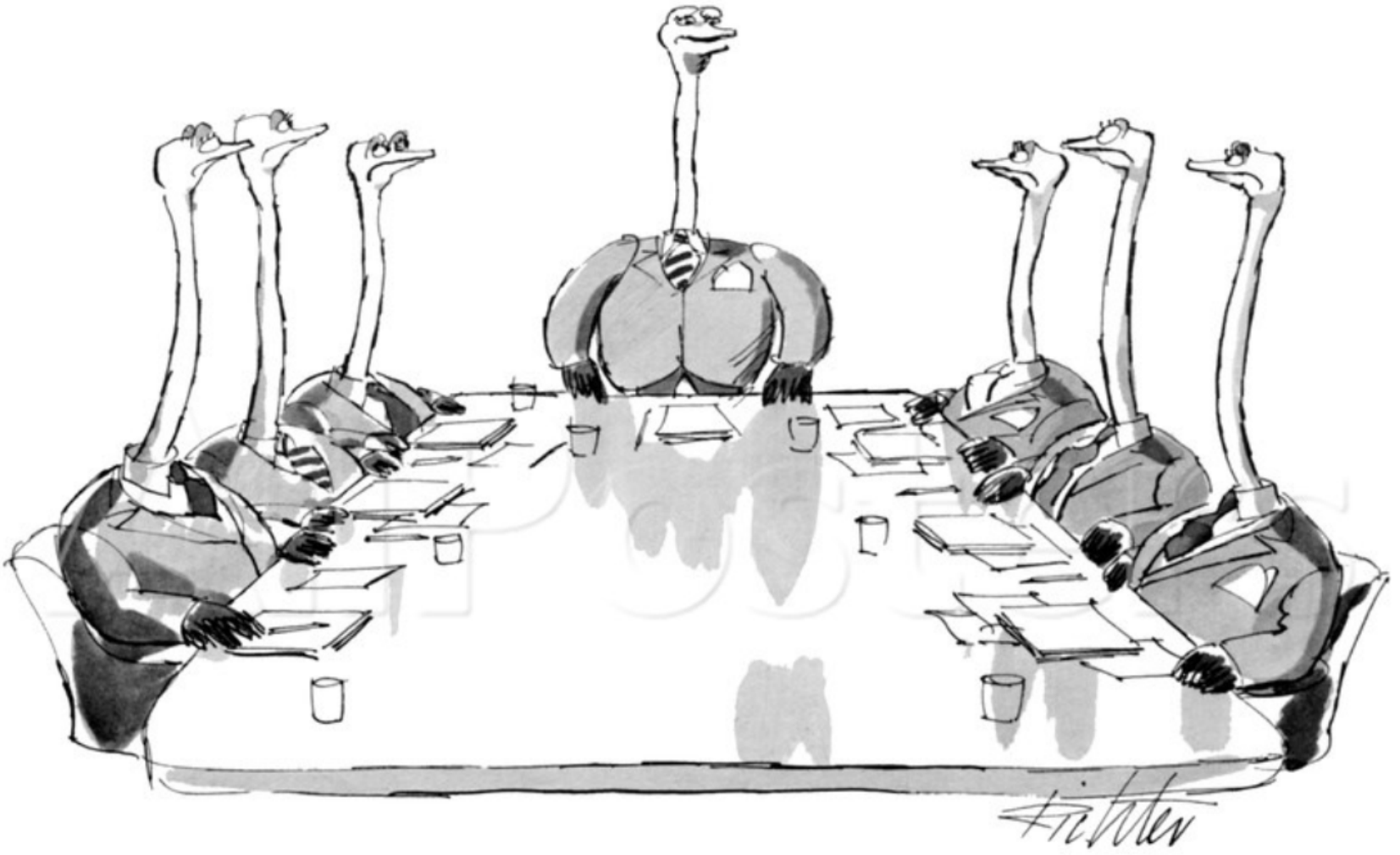
POPULATION GROWTH

50 Years of “Net-Zero” population growth



SUSTAINABILITY CHALLENGES

- **Most economically distressed** area in Oregon (Oregon Sec. of State Distressed areas, 2018)
- Highest **unemployment rate** in Oregon since 2010 (7.5% as of June 2019)
- Second poorest **broadband connectivity** (avg. data speeds < 10 mbps down/ 1 mbps up)
- Second lowest **median household income** (\$32,614 per household)
- Majority of residents are **low-to-moderate income** households (57% as of 2018)
- Second lowest real market **property values** and fourth lowest assessed values
- Loss of 40% of **student enrollment** since 2000, reducing much-needed funding for schools
- 3rd highest rate of **population decline** with continued loss projected at the rate of -0.5%/ year
- Inadequate, undersized and aging **workforce housing** with rental vacancy rates less than 1%
- Workforce development and **human capital challenges** restricting economic expansion
- **Aging critical infrastructure** in both public and private sector developments
- **Complex geographic constraints** including floodplain mitigation; intensively managed watersheds; wildfires and forest management; coupled with competing interests over the use of public lands and natural resources



“The motion has been made and seconded that we stick our heads in the sand.”

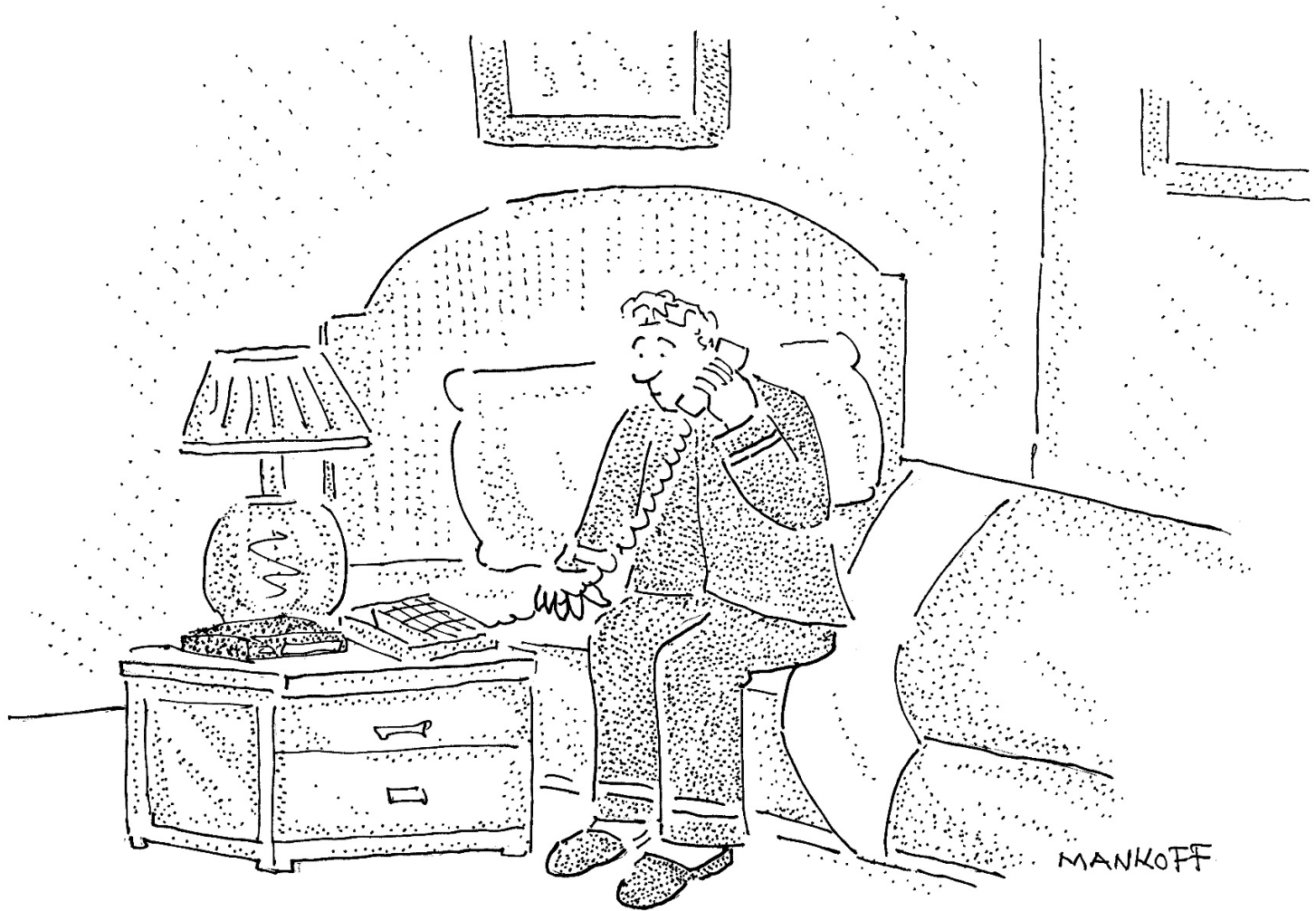
WE MUST CHOOSE TO ADAPT



Root causes: human impact, climate change, friendly trade partners (lost incentives), hostile actors (competition), political/economic/cultural factors

Four primary decision failures:

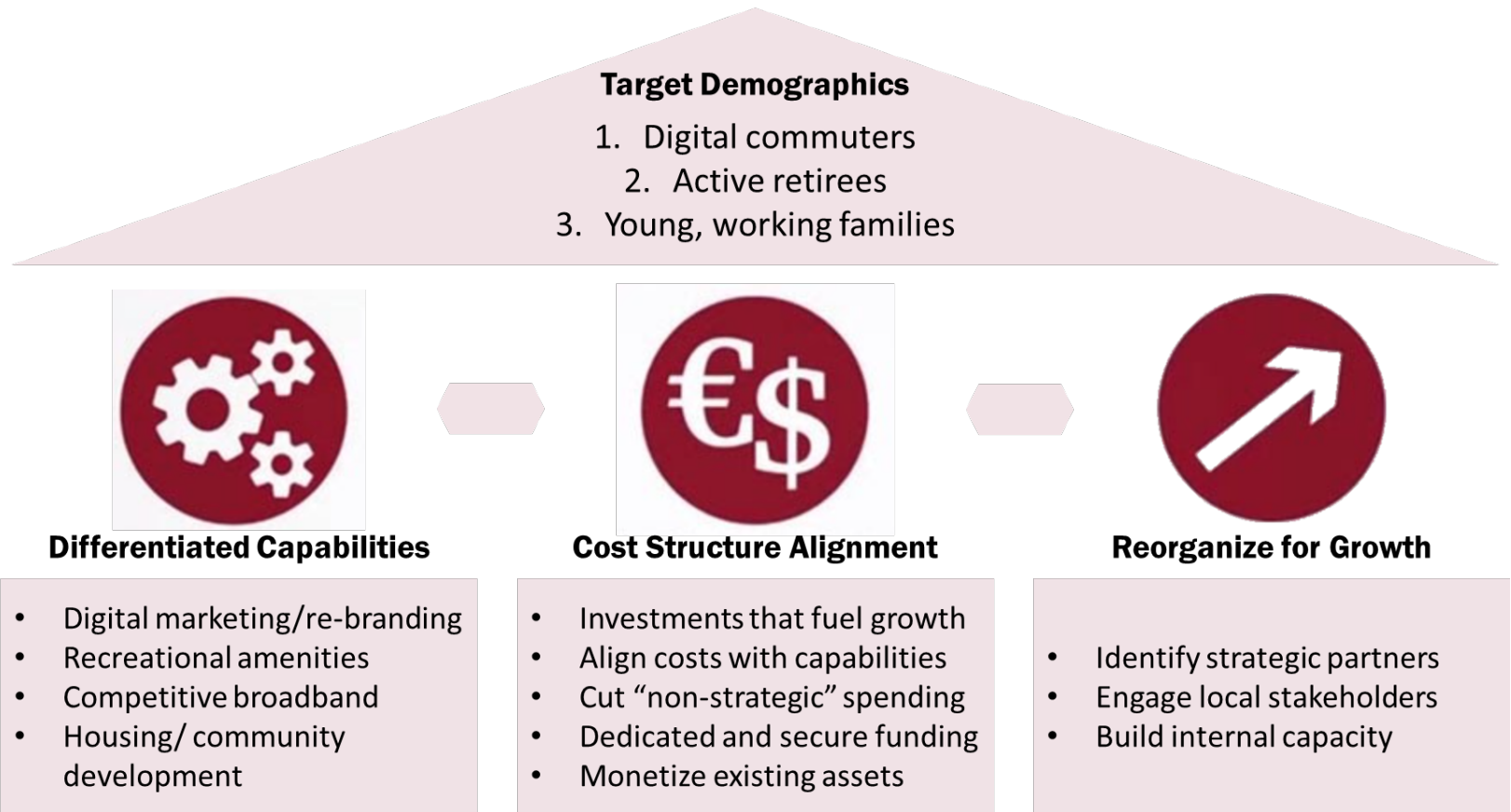
- Failure to recognize a problem (creeping normalcy)
- Failure to adapt (or choose not to) once they recognize a problem
- Adaptations are not effective
- Adaptations are effective, but are implemented too late



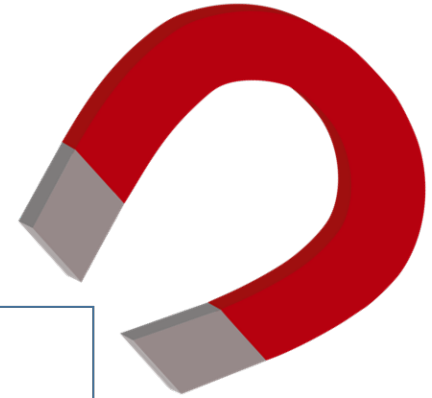
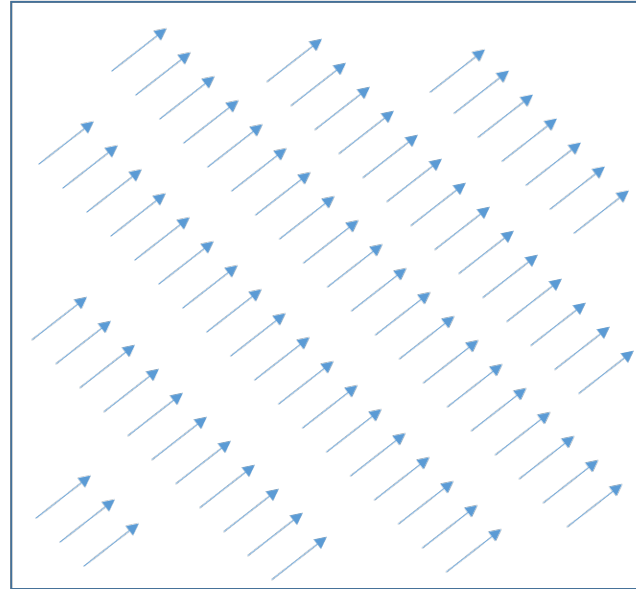
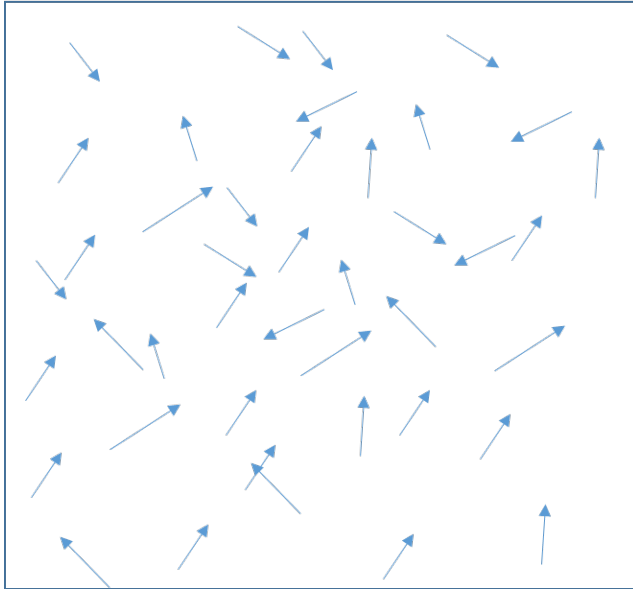
“This is your wake-up call—change or die.”

WE NEEDED A NEW STRATEGY

John Day's Strategy for Growth



WE NEEDED A MAGNET INVESTMENT





THE JOHN DAY INNOVATION GATEWAY

OCTOBER 17, 2019

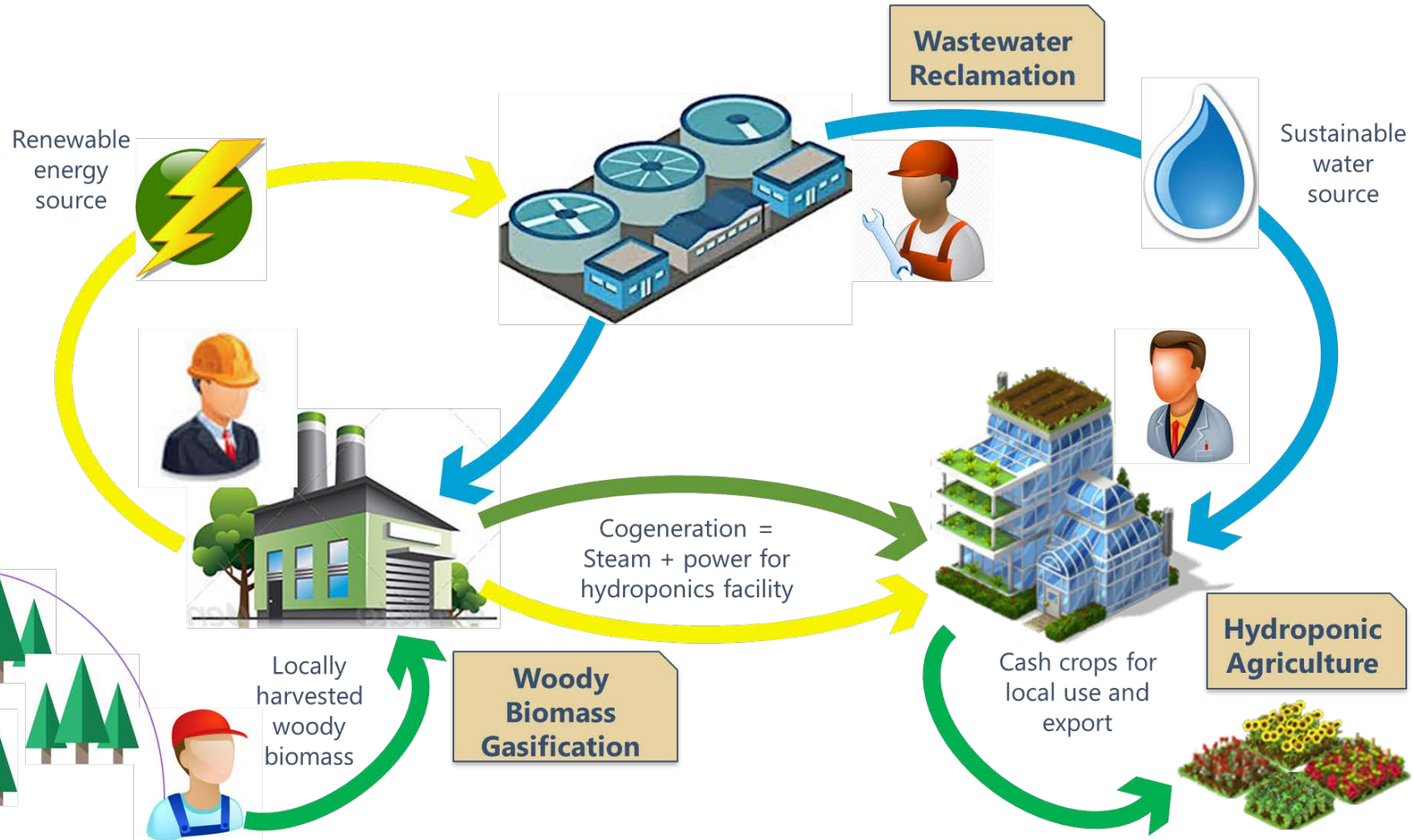
COMPLIANCE CHALLENGES

- Treatment plan constructed in 1949
- Equipment undersized, inadequate operations
- WPFC permit expired in 2007; non-compliant



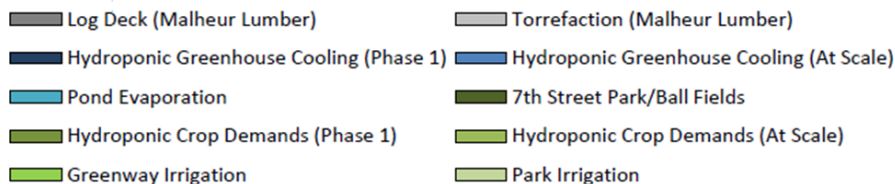
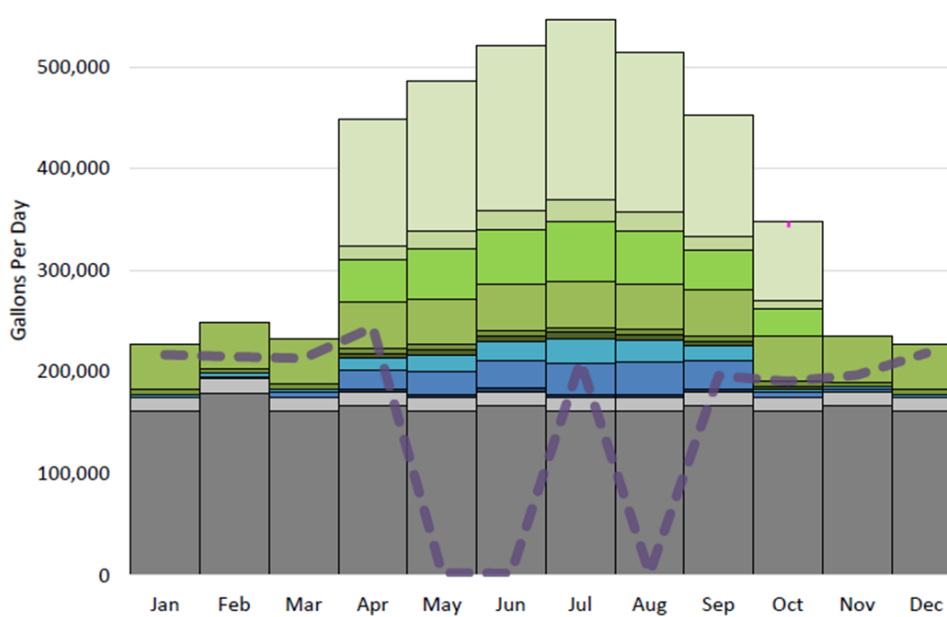
FOOD-WATER-ENERGY NEXUS

Sustainable water reclamation ecosystem to fuel economic growth



WATER REUSE POTENTIAL

- Malheur Lumber (Log decks, torrefaction) – 65 MGY
- Land Application/Ponds – 48 MGY
- Greenhouse/Hydroponics Industry – 26 MGY
- Commercial/Residential Uses – TBD



Demand	Est. Annual Volume (MGY)
Log Deck (Malheur Lumber)	60.0
Torrefaction (Malheur Lumber)	5.0
Hydroponic Greenhouse Cooling (Phase 1)	0.6
Hydroponic Greenhouse Cooling (At Scale)	5.9
Pond Evaporation	3.8
7th Street Park/Ball Fields	1.0
Hydroponic Crop Demands (Phase 1)	1.8
Hydroponic Crop Demands (At Scale)	18.3
Greenway Irrigation	9.8
Park Irrigation	3.5
Golf Course (33 Acres)	29.4
Total Demands	139.2

Timber Industry

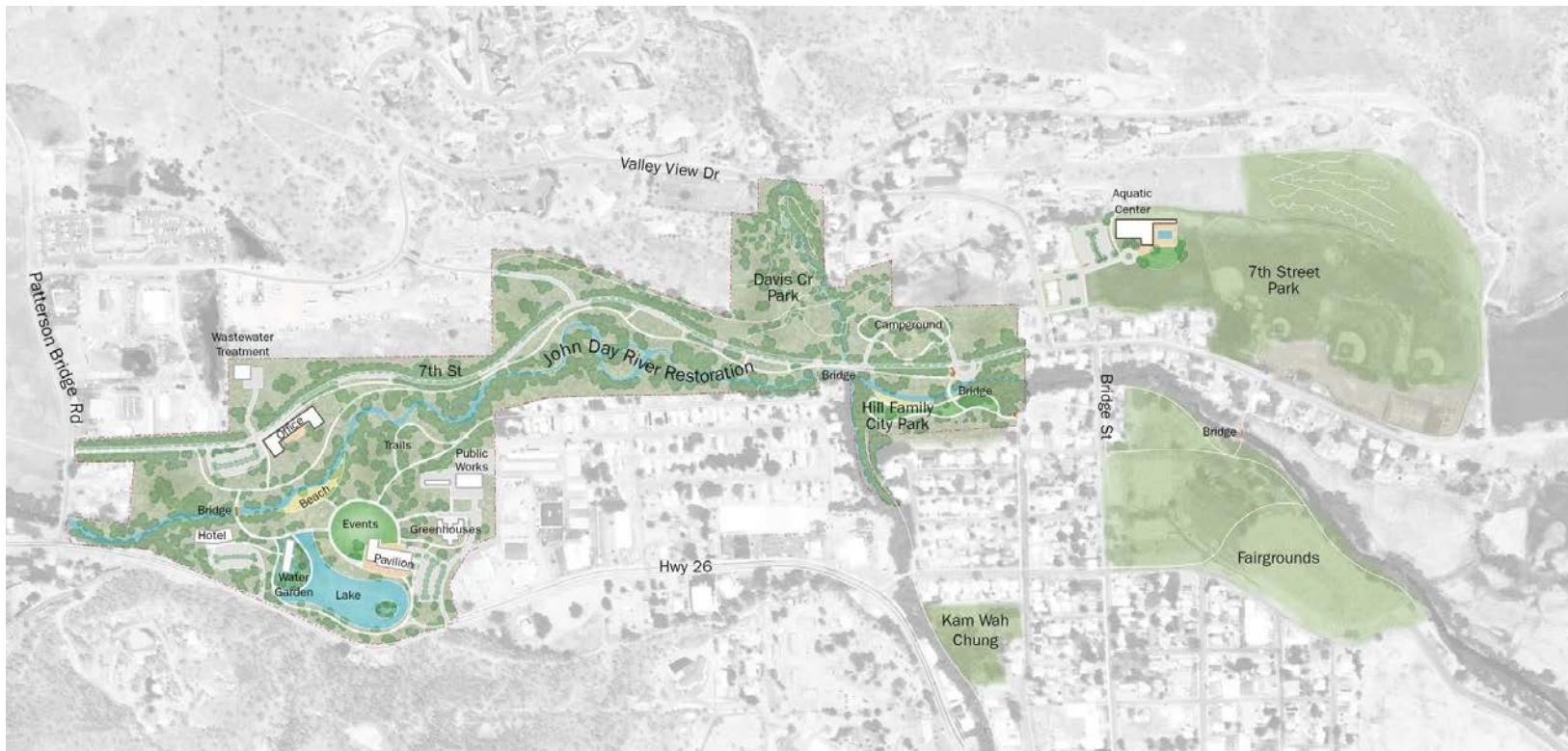
Hydroponic Industry

Greenway Irrigation



JOHN DAY INNOVATION GATEWAY

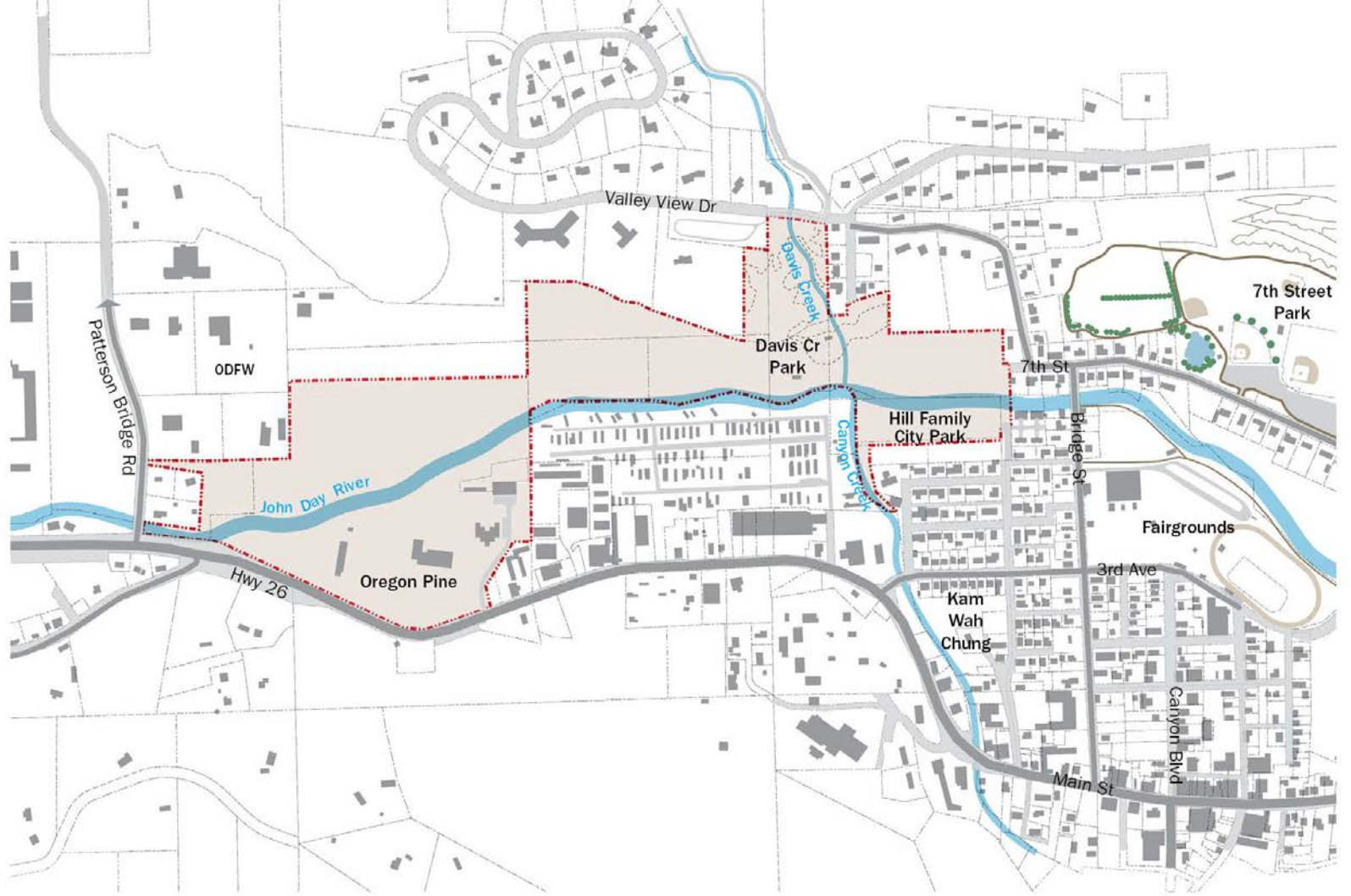
- 80-acre innovation and riverfront recreation area
- Received 2019 LOC Award for Excellence
- One of 10 cities nationwide chosen for EPA's Recreation Economies for Rural Communities grant



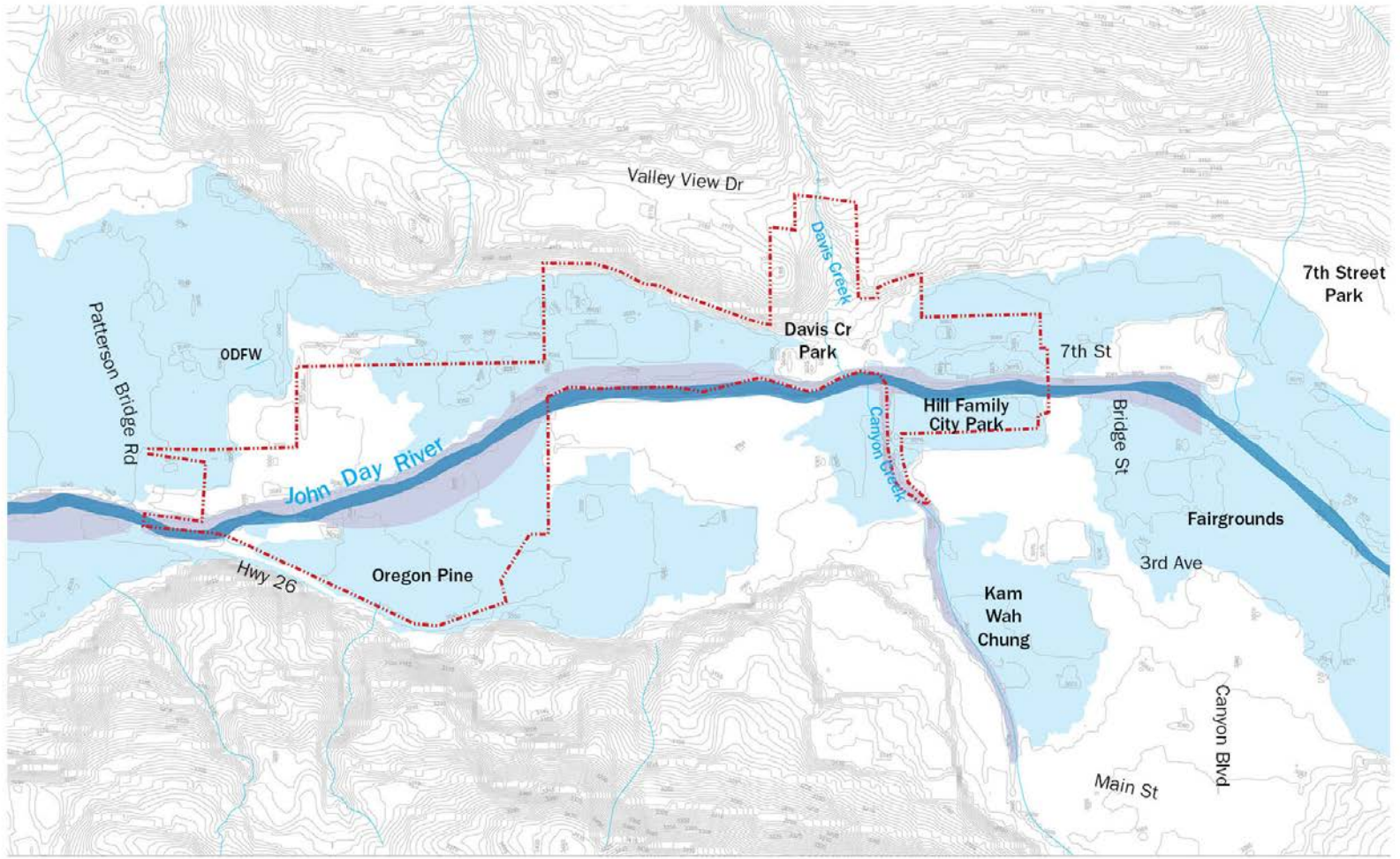
\$90M IN NEW INFRASTRUCTURE



Portfolio of projects focused on increasing resilience and community revitalization

- Community investment strategy and rebranding
- Water reclamation/wastewater treatment facility
- Woody biomass renewable energy facility
- Hydroponics greenhouses (controlled environment agriculture)
- Integrated park system
- Aquatic center, playground and splashpad
- Fairground master plan
- Airport runway improvements
- Kam Wah Chung state heritage site
- Riverfront and habitat restoration projects along the John Day River
- Floodplain mitigation projects
- Transportation system improvements (BUILD program)
- Main Street revitalization projects
- New residential, commercial and industrial developments
- Community pavilion, event lawn and waterfront recreation areas
- Hotel and convention center
- Broadband and communications network modernization
- Urban renewal area to incentivize new home construction/renovations



STUDY AREA



-  FLOODWAY
-  100 YR FLOOD PLAIN

JOHN DAY RIVER

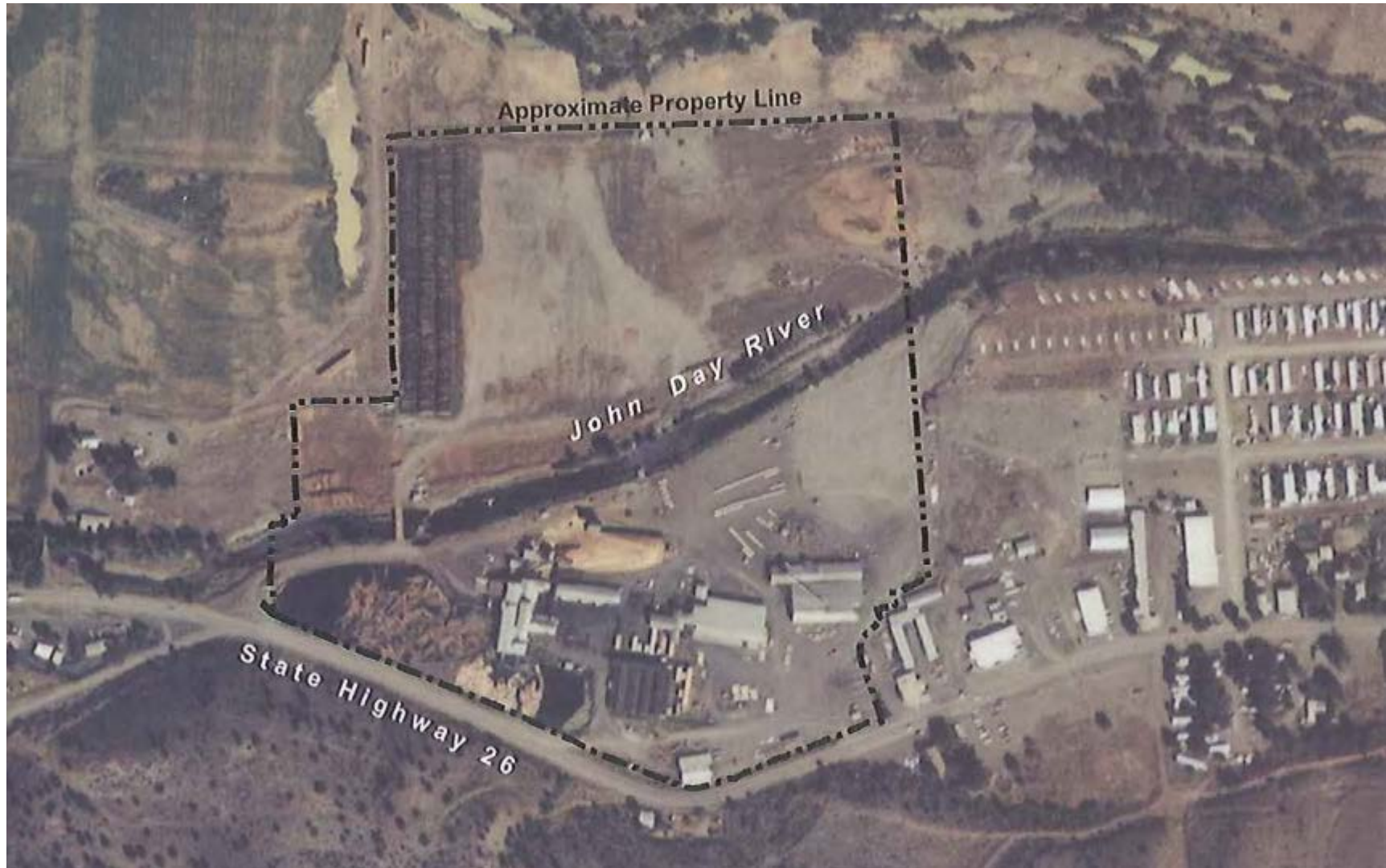




1939

40-ACRE REDEVELOPMENT AREA

Former Oregon Pine mill site (Map Number 13S31E22D Tax Lot 300)
44°25'15.29"N; 118°58'6.37"W





Historic Mining Operations



Existing Conditions



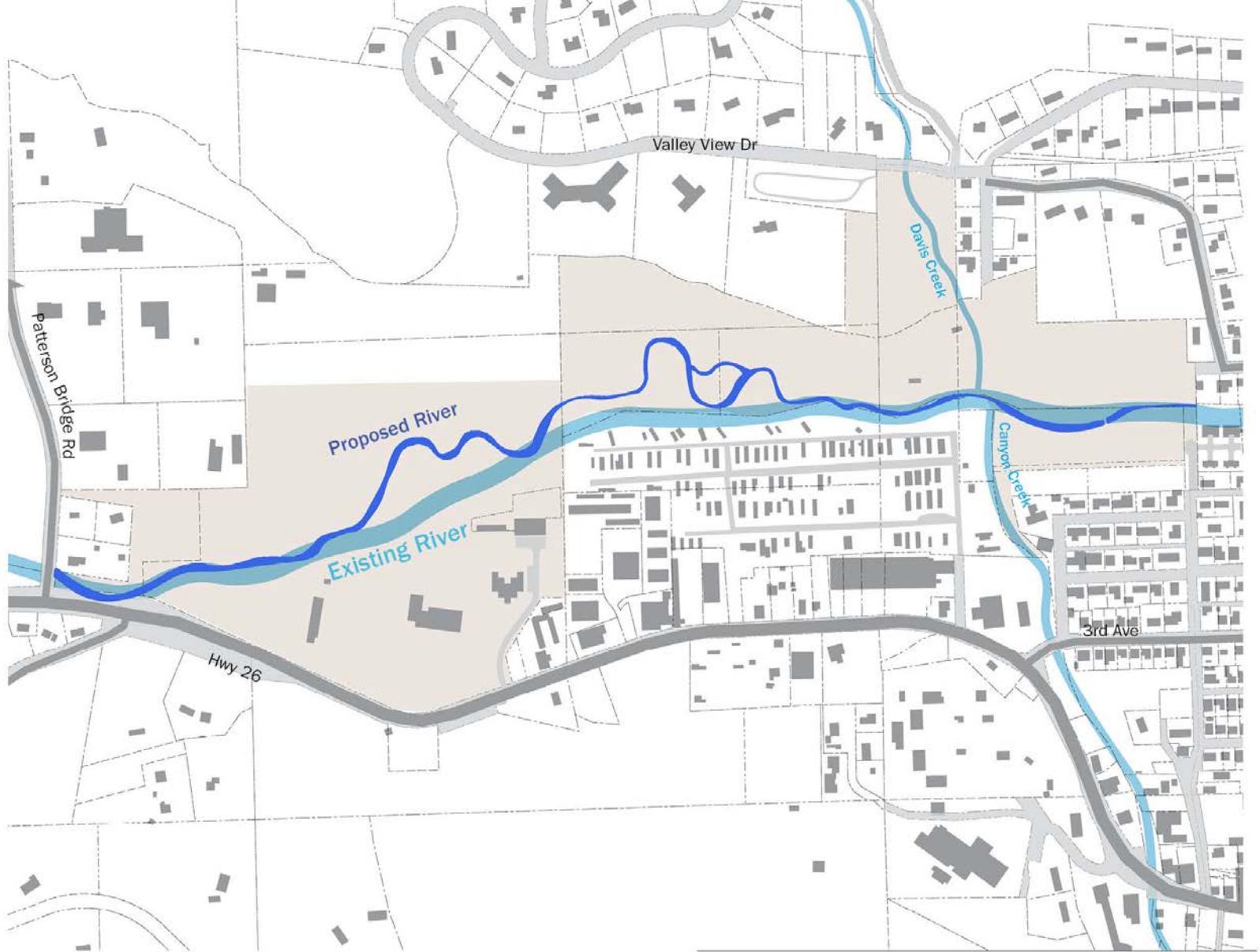
River Restoration Concept Example



JOHN DAY RIVER RESTORATION



JOHN DAY RIVER RESTORATION



JOHN DAY RIVER RESTORATION

GATEWAY EAST

7th Street Aquatic Center, Fairground and Hill Family Park – Future Integrated Park System



GATEWAY CENTRAL

Davis Creek Park, Future Campground, River Restoration Area/Greenway to Kam Wah Chung



GATEWAY WEST

Wastewater Treatment Plant, Hotel/Convention Center, Pavilion, Greenhouse, Public Works Shop, Future Office Space, Riverfront Trails





OREGON PINE: EXISTING CONDITIONS



PAVILION

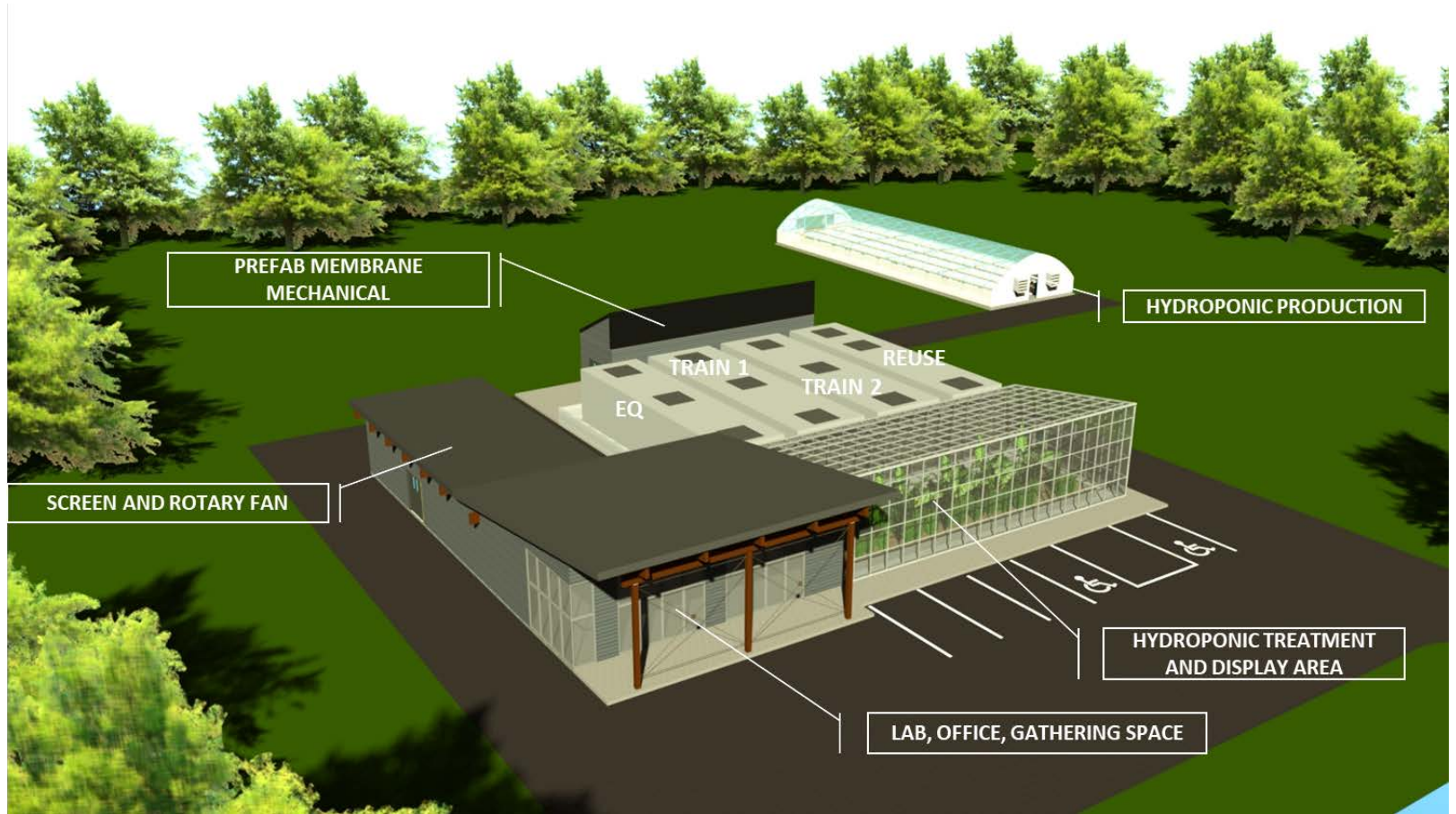




OREGON PINE: SAWMILL RESTORATION

WATERHUB CONCEPT

John Day Water Reclamation Facility (in-design, construction in 2020-21)



NEW BIOMASS ENERGY FACILITY



HYDROPONICS GREENHOUSES

- 6,200 SF facility
- 25 tons of farm-to-table produce per year
- Sold to local markets, restaurants, farmer's markets



PRODUCTION RUNS - 2019

Leafy greens, vine crops, production equipment



PRODUCE FOR THANKSGIVING




The Gateway Project should:

1. Create a thriving destination
2. Attract investment and jobs
3. Honor John Day's identity and character
4. Promote a connected and healthy community
5. Create opportunities for walking and biking
6. Provide public access to the John Day River and Canyon Creek
7. Efficiently use public resources and land; and
8. Support innovation in conservation

COMMUNITY REVITALIZATION

- Cultural
- Environmental
- Economic





**JOHN DAY'S
RECREATIONAL
OPPORTUNITIES**



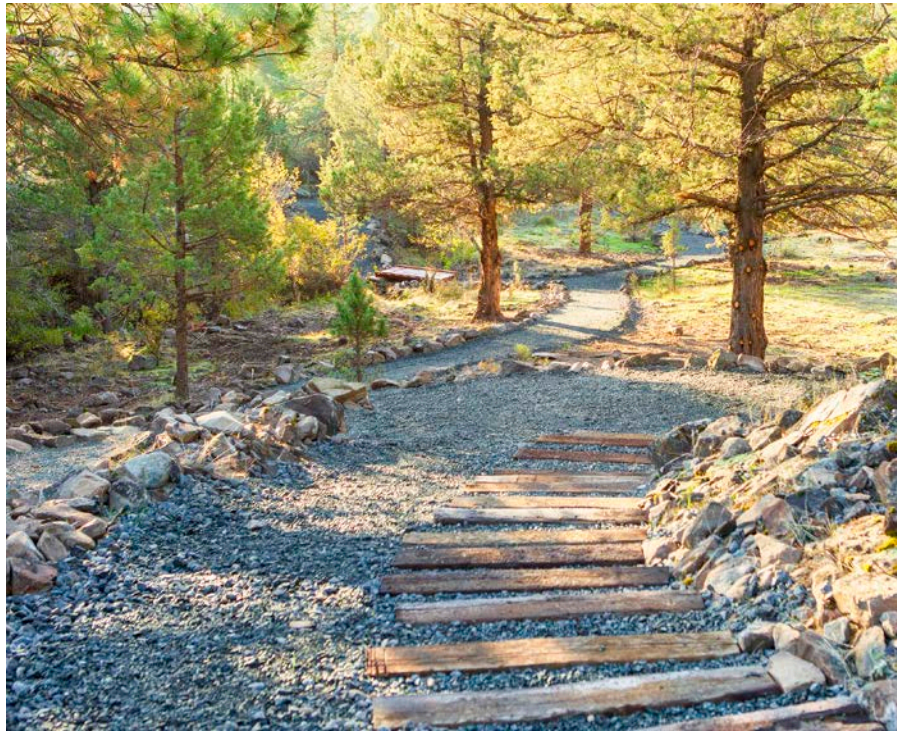
JOHN DAY BASECAMP



JOHN DAY BASECAMP

JOHN DAY INNOVATION GATEWAY TRAIL SYSTEM PHASE 1

- \$191,300 awarded by OPRD for recreational trails in Davis Creek, Kam Wah Chung and Riverfront
- Phase 1 Trail systems completed October 1, 2019



TRAIL FEATURES

Davis Creek Trail (top) features rustic stairs, stone and moderate ascents



North Trail (bottom) features wide avenues with scenic vistas

JOHN DAY RIVERFRONT TRAIL

River trail offers 0.25 miles of river views on six- to eight-foot paths



TRAIL SYSTEM - 2018

Existing trail systems prior to RTP and Integrated Park System awards



INTEGRATED PARK SYSTEM

Trails connecting Davis Creek and John Day River now complete; Integrated Park System grant will fund trail expansion to 7th Street and Kam Wah Chung



- Proposed On Street Pedestrian Connection
- Proposed Trail

NEXT STEPS

1. Reclaimed Water Facility
2. Bridge at Oregon Pine
3. Charolais Heights Street Improvements
4. Complete the Integrated Park System Trail Network
5. Aquatic Center Feasibility Study – February 2020
6. Kam Wah Chung Visitors Center
7. Inn at Whiskey Flat

\$4 Million awarded, completed or recommended for funding
17 grants

\$25.3 Million applied and waiting for decisions FY19
3 grants

USDA ReConnect

USDA Community Connect

FHA Build

\$13.7 Million pending in FY20 and beyond
6 grants

Brownfield Redevelopment Fund

CDBG Construction

USDA Community Facilities

Ford Family Foundation

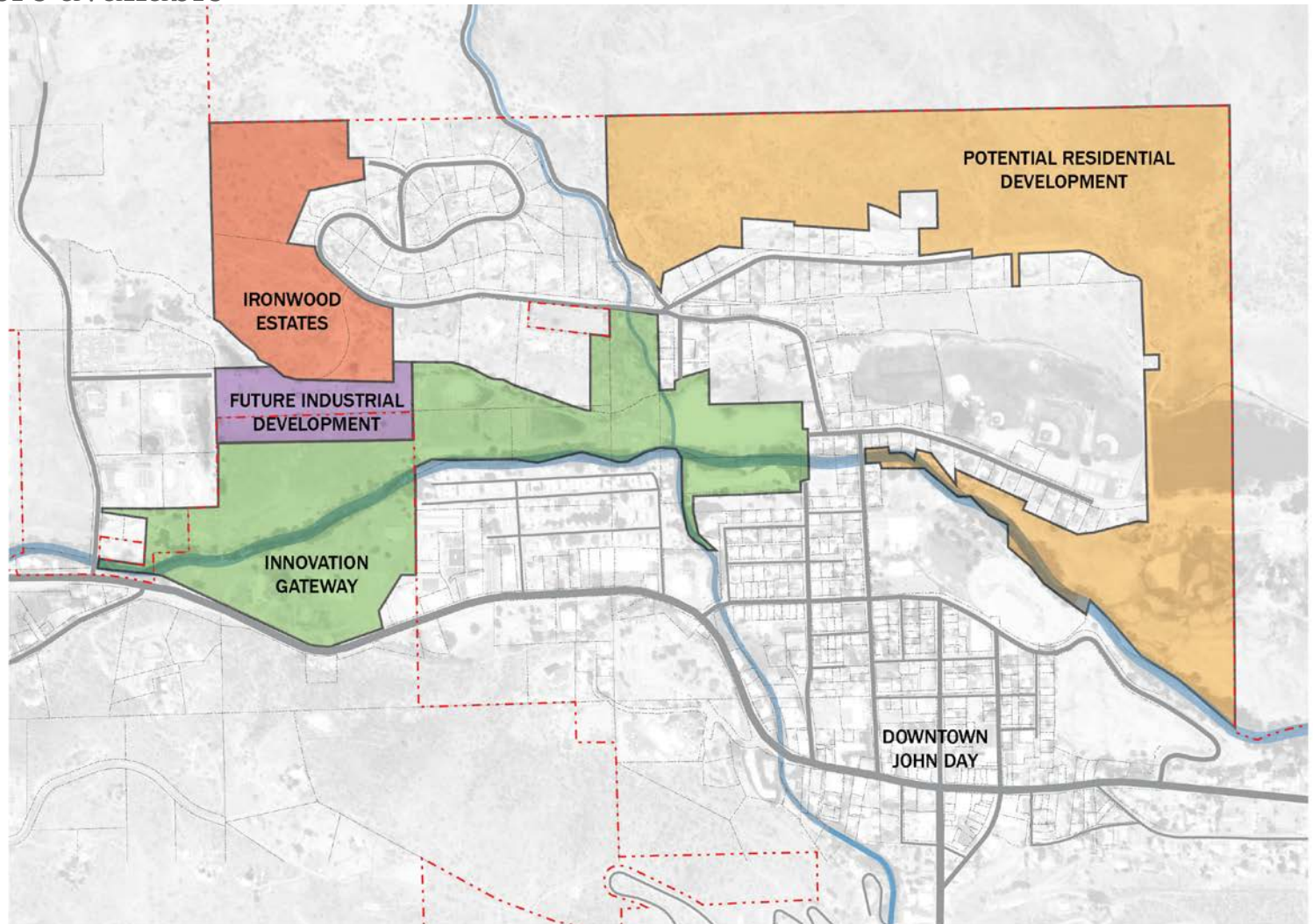
USDA Rural Development

Oregon Water Resources Dept

IMPLEMENTATION: GRANT FUNDING SUCCESS

PLANNED DEVELOPMENTS

Code amendments require all new developments to use reclaimed water where available



TRANSPORTATION SYTEM

BUILD grant application to complete local street networks

- - - - - FUTURE JOHN DAY RIVER MULTI USE TRAIL
- - - - - FUTURE STREETS
- - - - - FUTURE STREETS (outside Plan area)
- ← GRANT COUNTY PEOPLE MOVER ROUTES
- FUTURE BRIDGE

PROJECTS

Constructing or Improving Streets within the Plan area

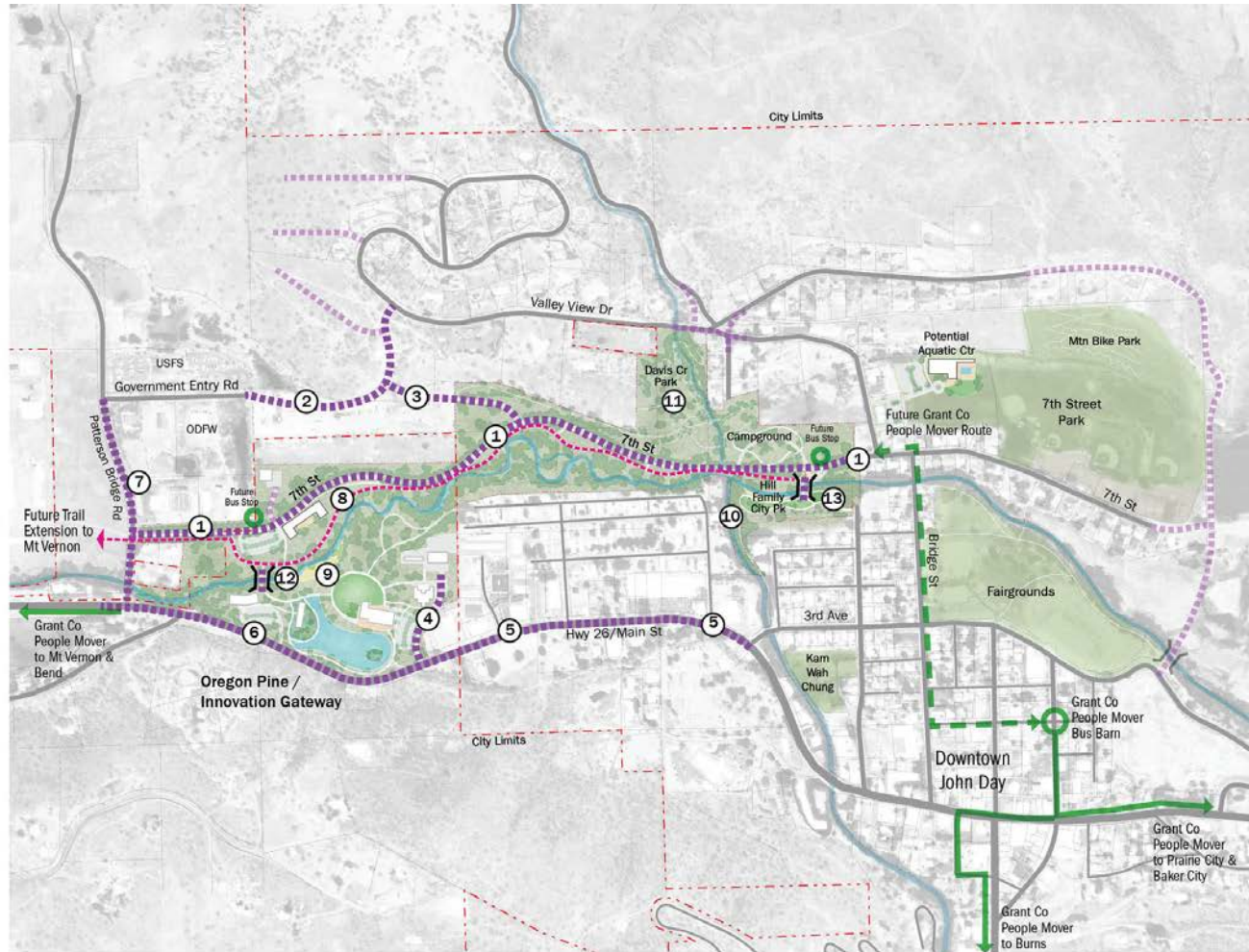
- 1 7th Street: Extend minor arterial from Bridge St to Patterson Bridge Rd; install sidewalk along north side and include sharrows
- 2 Government Entry Road: Construct a collector street from Patterson Bridge Road to Valley View Drive; include gravel shoulders and sharrows
- 3 Gateway Drive: Construct a collector street from 7th St to Government Entry Rd; install sidewalk along the north side
- 4 Johnson Drive: Construct a local street north of W Main St
- 5 W Main Street Upgrade Segment 1: Improve between NW 3rd Avenue and Johnson Drive to include one travel lane in each direction, a center turn lane, and sidewalks and bike lanes on both sides
- 6 W Main Street Upgrade Segment 2: Improve between Johnson Drive and Patterson Bridge Road; include one travel lane in each direction, a left-turn lane at key intersections, bike lanes on both sides and a sidewalk on the north side
- 7 Patterson Bridge Road: Construct to collector standards between W Main Street and Government Entry Road; include a sidewalk on the east side and sharrows

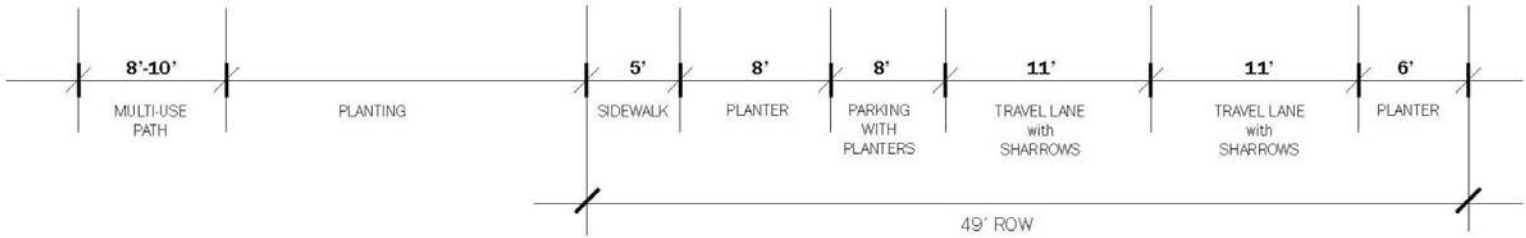
New Multi-Use Paths and Trails in the Plan area

- 8 John Day River Multi-Use Path: Construct a multi-use path between the Oregon Pine Bridge and 7th Street Park
- 9 Oregon Pine and Innovation Gateway Area Paths and Trails: Construct path and trail network within the Oregon Pine and Innovation Gateway Areas; provide a connection to the Oregon Pine Bridge river crossing and W Main Street pedestrian and bicycle facilities
- 10 Hill Family City Park Paths and Trails: Construct path and trail network within the Hill Family City Park; provide a connection to the proposed Hill Family City Park Bridge
- 11 Davis Creek Park and Campground Paths and Trails: Construct path and trail network within the Davis Creek Park and Campground; provide a connection to the John Day River multi-use path

Constructing or Improving Bridges the Plan area

- 12 Oregon Pine Bridge: Improvements to the existing bridge to serve pedestrian and bicycle river crossings
- 13 Hill Family City Park Bridge: Construct a bridge to serve pedestrian and bicycle river crossings





7TH STREET EXTENSION - 'PARK STREET'
Looking West

KAM WAH CHUNG HERITAGE SITE

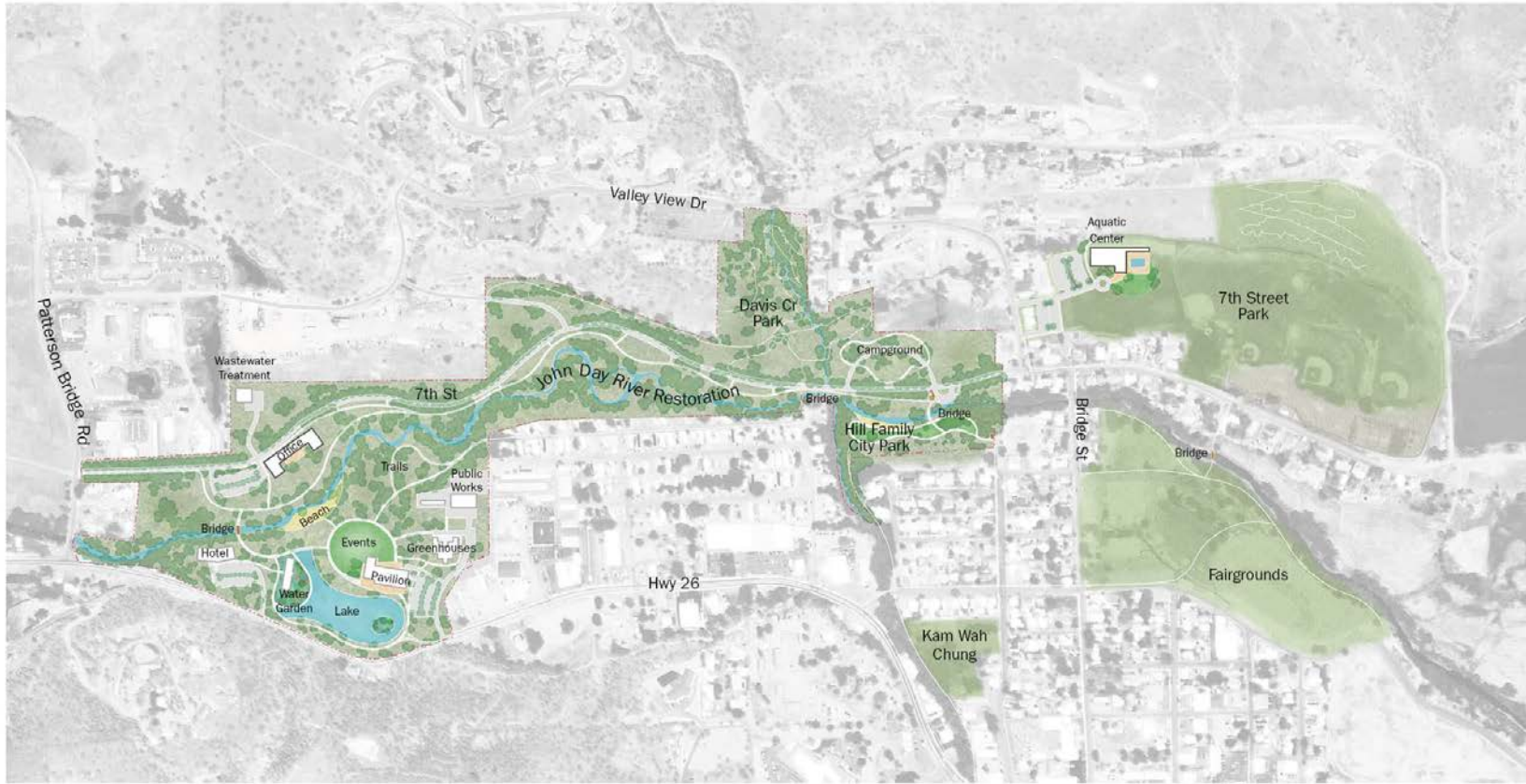
Expanded planning area for future state heritage site and visitors center



NEW HOTEL (SPRING 2020)

INNOVATION GATEWAY

Area Plan scheduled for Adoption in November 12, 2019



KEY TAKEAWAYS

- Restructuring an economy is hard
- We should manage public sector investments with more strategy and with more sophisticated approaches (portfolio management)
- We need to push for greater policy innovation, especially around water reuse
- Rural innovation and rural value creation should be statewide priorities
- Remove regulatory barriers that disincentivize innovation and discourage bold thinking
- We can create cities that are self-sufficient in their basic needs: water, food and energy production
- It's about placemaking!



OCTOBER 11, 2019