



# Greenway and the Urban Campground

Kelly Madding, City of Medford  
Chad McComas, Rogue Retreat  
Sam Engel, AllCare Health



# Overview

Sam Engel

**Context:** In March 2020, congregate shelters closed or were severely limited throughout Jackson County.

**Initial Approach:** Offer increased services in known homeless encampments, especially along a walk/bike path in Medford known as “the Greenway”

**Phase 2:** Medford partnered with private property owners, Jackson County, CCOs, private funders, and Rogue Retreat to open a safe urban campground for residents willing to transition from the Greenway

**Wildfires:** The camp took on a new importance as a result of the September Alameda Wildfire, which destroyed over 2,800 structures and burned through the Greenway, displacing thousands of people.



# Braided funding model

Sam Engel

In 2020, AllCare Supported the **Greenway -> Campground** by braiding CCO funding:

1. An initial Community Benefit Initiative investment from HRS was made as part of our COVID-19 Resiliency Funding and partially expended on the Greenway
2. Per partner request, the remaining funds were transferred to the Urban Campground project.
3. AllCare has an existing social service provider contract with Rogue Retreat, which goes back to 2017 and covers a per-member-per-month (PMPM) rate for case management through HRS Flexible Services.
4. Braiding the CBI and FLEX funding streams of HRS allowed the CCO funds to both help establish a new community program and support its sustainable operation as part of the overall funding structure of the program



# City Partner Perspective

Kelly Madding

- Need
- Partners
- Community Story



# City Partner Perspective

Kelly Madding

### Trail Etiquette and Rules:

- Keep right, pass left, give an audible signal when passing.
- Dogs must be on leash no longer than 6', pick up after your dog.
- Dispose of waste and litter properly – pack out or use trash receptacle.
- Horses only allowed where designated – on dirt trails and shared portions of paved trail where marked.
- No motorized vehicles.
- No fires, firearms, fireworks, camping, or alcohol.
- Speed limit is 15mph.
- Please be courteous of other trail users!



**For more information:**

- [www.jacksoncounty.org/bearcreekgreenway](http://www.jacksoncounty.org/bearcreekgreenway)
- [www.bearcreekgreenway.com](http://www.bearcreekgreenway.com)
- Ashland Parks & Recreation: 541.488.5340
- Talent Public Works: 541.535.3828
- Phoenix Public Works: 541.535.2226
- Medford Parks & Recreation: 541.774.2400
- Central Point Parks & Recreation: 541.664.3321
- Jackson County Parks: 541.774.8183




**How Far is it to...**

Distance and approximate time by bike between destinations (Based on 30 mph average speed, unless items have been specified to be traveled @ 10 mph)	Central Point	Medford	Phoenix	Talent	Ashland
Redwood Dog Park	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Manager's Office	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Police	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Light Railway Park	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Phoenix	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Bear Horse Park	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
U.S. Cellular Community Park	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Medford	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Medford Community Park	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Downstream Street	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Geopline Park	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Don B. Medford	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Medford Park	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Central Point	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Redwood Trailhead	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Medford	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi
Bear Creek Road Trailhead	2.8 mi	8.8 mi	12.8 mi	12.8 mi	18.8 mi

- City role
- County role
- Law enforcement
- Description of need



# Urban Campground

Kelly Madding

- Over 470 people served since August
- 170 successful transitions
  - (people transitioned to more secure housing)
- 100% success rate among veterans as of October.



# Law Enforcement Response to the Urban Camp

Kelly Madding

The Campground in Medford has been a great resource for our homeless population.

...

I believe the campground is a worthy effort and would advocate the continuance of an urban camp if it is organized and supervised, even outside of Covid conditions.

**Nathan Sickler,**

**Jackson County Sheriff, December 14<sup>th</sup>, 2020**

I have been very pleased with the operation of the Shelter and Urban Campground in Medford.

...

[Rogue Retreat has] improved every year and now run a model program that has a low impact on their neighbors.

**Scott Clauson,**

**Medford Chief of Police, December 9<sup>th</sup>, 2020**

# Service Model

Chad McComas

What makes this model work for the people we serve?



**ROGUE  
RETREAT**  
*Restoring Lives*



# Model Impact

Chad McComas

- Stories from the campground
  - resident response
  - staff response



# Community Response

Chad McComas

- The community response has been positive
- Next steps:
  - The project is new and growing
  - Other communities are requesting/developing similar models




# Project Turnkey

It has been the success of projects such as the urban campground that have led the City of Medford to continue partnership with Rogue Retreat on even more stable and ambitious approaches to creating paths out of homelessness, such as Project Turnkey



# Building on our success, we hope to develop or expand:

- Braiding CCO HRS funds with SHARE and leveraged community funding
- Village Models
- Grants Pass Shelter
- Navigation Center
- Integrated Respite/Recuperative Care
- Options for people to step securely out of homelessness with dignity!



Thank you,  
Any questions?