

**CITY OF ASHLAND  
SPECIAL CALLED BUSINESS MEETING  
MINUTES  
FEBRUARY 22, 2023**

**I. CALL TO ORDER**

Mayor Tonya Graham called the meeting to order at 5:30 p.m.

1. Land Acknowledgement

Councilor Hyatt read the land acknowledgement.

**II. PLEDGE OF ALLEGIANCE**

Councilor Hansen led the pledge of allegiance.

**III. ROLL CALL**

Mayor Graham, Councilor Hyatt, Kaplan, Hansen were present. Councilor DuQuenne was absent.

**IV. MAYOR'S ANNOUNCEMENTS**

1. State of the City Address:

Mayor Graham provided the state of the city address. Highlights are as follows:

There has been an increase in low-income housing within Ashland via permitting and funding. Water-sharing agreements with neighboring communities have been successfully negotiated and electric vehicles were added to the city's fleet.

The fire department has educated the community regarding fire safety and preventative burns were executed. Despite the fire department and police department being understaffed, they continually answered their numerous calls. The police department is actively engaged with the community and believes in social equity and racial justice.

There was a clean audit, the Human Resources department was rebuilt, and new employees were hired. IT updated the fiber network, and a new director was hired. Parks and Rec opened the renovated garden with over 2,000 attending.

The Ashton senior center, Daniel Meyer pool, and ice rink have reopened post-pandemic. Despite a staffing shortage, the city has received over \$10 million in grants

for projects such as installing solar panels, improvements at the Brisco School, rehabilitating the taxiway at the airport, increasing homeless services, and more.

The volunteer spirit was described as being very alive in Ashland, specifically regarding wildfire assessments. The golden connection insulation was unveiled. Extreme weather shelters have been extended to include extreme heat and wildfire smoke.

In 2023, the city will focus on improving public safety, fire and police, streets, parks and recreation, water, electricity, and AFN.

Mayor Graham noted that there will be disagreements, but everyone is working to improve the city, and the city will work to position itself for more grants. Currently, the general fund is underfunded, and this will be addressed.

Mayor Graham thanked the city staff for their excellent work in challenging circumstances. She requested that citizens continue to help by supporting local businesses, helping neighbors, making students feel welcome, and other efforts. It was noted that this is a year of transformational change, which can be scary but will be essential to the future of Ashland.

## **V. SPECIAL PRESENTATIONS**

1. Travel Ashland Quarterly Report: Catherine Kato, with Travel Ashland, and Scott Melbourne, gave a presentation on travel in 2022. See presentation attached.

There was discussion regarding the visitor study and how people were enticed to Ashland. People in nearby areas, with minimal planning, family trips, wanderers, and destination trips were all considered. There was discussion on whether rental data is being skewed because locals are using rental services that are usually for tourists. There was discussion on how wine releases are a year-round draw for tourism.

Councilor Hyatt asked for information on racial diversity for tourism. Kato noted that there is an intent to increase the diversity of tourism and target a broader range of people. Councilor Hyatt also suggested how locals can actively be engaged in tourist events, such as the chocolate festival, in order to increase invitations to out-of-town friends. Kato also suggested that locals consider bringing national conferences to Ashland if they have these connections. Melbourne noted that the city has been carrying out impressive work to increase tourism.

2. Climate Friendly and Equitable Communities: Brandon Goldman, Interim Community Development Director, noted that the climate friendly and equitable communities rule-making program is a statewide program. The objective is to decrease greenhouse gases and promote equitable communities, especially communities that have historically been overlooked.

In 2007, Oregon adopted a goal to reduce state greenhouse gas emissions by 75% by 2050, however, Oregon is below the needed requirements to meet this goal. There have been significant wildfires, heat waves, and other environmental issues associated with climate change. Transportation is a large contributor to greenhouse gases in Oregon. Energy-saving measures for buildings are being implemented. Reducing parking and increasing housing density, are aligned with the initiative. Ashland has adopted the initiative and is working to increase sustainability. Reducing the need to drive is part of the initiative.

Derek Severson, Senior Planner presented the rule-making slides. See presentation attached.

The floor was opened for questions.

Councilor Kaplan noted the focus on residential density but expressed that there could be more focus on multi-use buildings. He also asked about developer interest in sustainable development, government support, etc.

There was discussion on the occupancy of buildings and demand. Allowing greater density should allow for mixed-use developments, especially with the demand and decrease in parking needs. A conversation followed regarding student housing and making it sustainable.

It was noted that codes need to be consistent for this program to work. Clear Creek being considered a CSA was discussed. Removing parking requirements allows developers to reduce the amount of land dedicated to parking lots.

Councilor Kaplan asked if the fire department ladders are able to reach above 45 feet. As building heights increase, it makes it harder to fight fires without additional equipment. The rule-making for population density is connected to the population of the city. Ashland has the potential for population growth that would change the

population density required. It was noted that it is likely that zoning changes will be needed for the city.

Paul Messina addressed the room. He noted that there are challenges with being climate-friendly, specifically that cobalt is needed for lithium batteries, and the dependence on this resource is putting the Democratic Republic of the Congo in a devastating situation.

## **VI. CITY MANAGER REPORT**

Joe Lessard had nothing to present.

## **VII. PUBLIC FORUM**

Linda Adams/Ashland noted that there have been many efforts to reduce vehicle miles traveled, making it safer to bike and walk. There has been much community support for these efforts, specifically for the Ashram Street and North Mountain Avenue bike lanes.

## **VIII. CONSENT AGENDA**

## **IX. PUBLIC HEARINGS**

## **X. UNFINISHED BUSINESS**

1. City Council Election: City officials are still working on this.

Councilor Kaplan provided insight into the process. There are currently 19 candidates, and there are only two positions. He suggested that current councilors select two candidates each, which would result in a maximum of eight candidates. Any candidate who has a majority would be appointed. However, if there is only one or no candidate selected in that round, there would be a second round with rank choice voting.

The two positions have different lengths of terms. There are challenges regarding candidate preference for roles, but this can be addressed throughout the process. Councilor Kaplan showed the various outcomes of the voting system.

## **XI. NEW BUSINESS—RESOLUTIONS AND CONTRACTS**

1. Council Meeting Calendar Adjustments Resolution: Mr. Lessard reviewed the calendar for meetings falling on a holiday Monday, which are to be

rescheduled. Part of the rescheduling will be based on necessity, i.e., if a meeting is not needed, it will be canceled.

The Council requested changes to the municipal code to make the system simpler.

**XII. ORDINANCES**

**XIII. OTHER BUSINESS**

**XIV. ADJOURNMENT OF BUSINESS MEETING**

**Councilor Hyatt/Hansen m/s to adjourn the meeting at xx. Voice Vote: All Ayes.** The meeting adjourned at

Respectfully Submitted by:

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City Recorder Alissa Kolodzinski

Attest:

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Mayor Tonya Graham

# Quarterly Report

October - January  
2022

Ashland City Council  
February 22<sup>nd</sup>, 2023





## Travel Ashland Role

Our work and impact

## Where we are now

A strong end to 2022

## Program Analytics

Earned media coverage

Website and Social Analytics

Paid Media Performance – Search and Display

## Industry Statistics

Ashland lodging industry

Culinary Industry

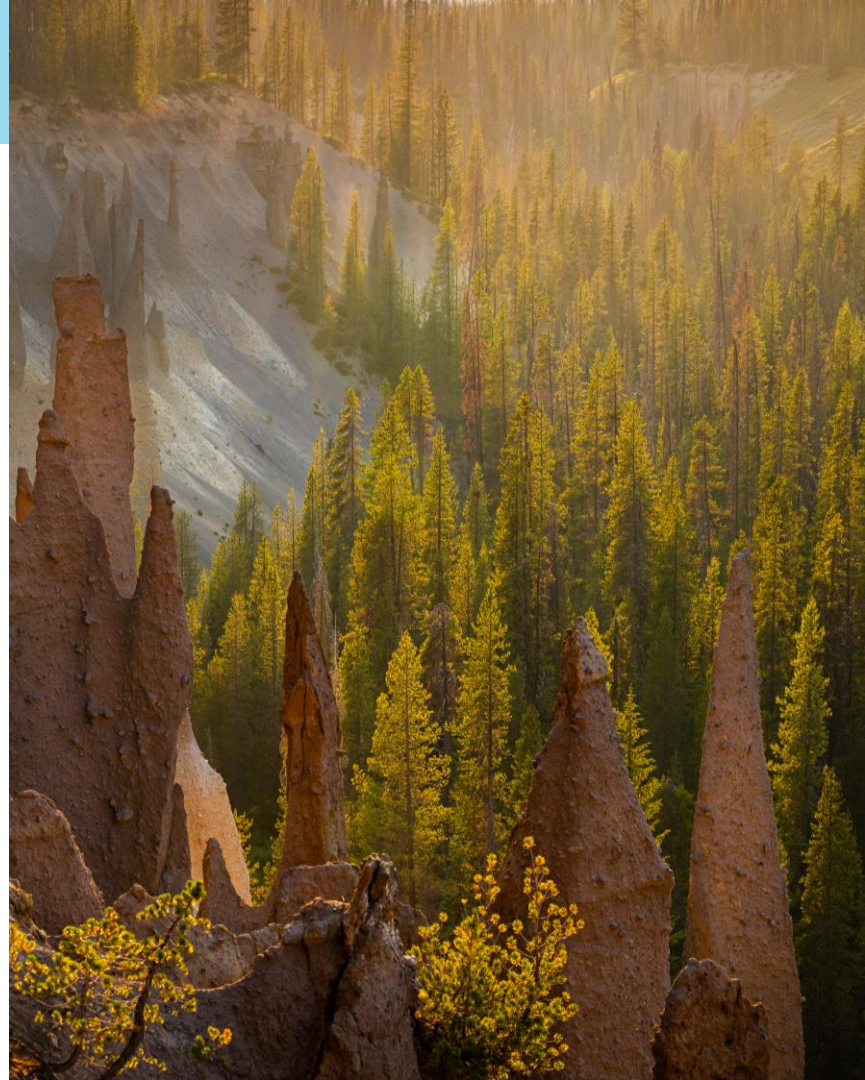
## Looking forward

Winter and Spring Campaigns

# Travel Ashland's role and work

- Travel Ashland **leverages** its grant dollars to promote our destination, by providing the **furthest, effective market outreach and destination management** that businesses and partners depend upon.
- For over a decade Travel Ashland has been **diversifying our visitor base. Ashland continues to welcome a new visitor for new reasons.**
- This new visitor is **more active and sponatenous, attracted to Ashland's walkability, access to the outdoors** and takes part in a **spectrum of experiences.**
- Our **2021 visitor study** underscored Ashland' s strengths and **validated the largest shift** in Ashland's visitor base. Coupled with the **new brand implemented over the past year**, this work enabled Ashland to **bounce back** and **recover faster.**
- This pivot would not have been possible had we not seen the changes coming prior and been planting the **seeds to expand** and **grow visitation** that anchored our **ability to evolve.**
- Businesses and our tourism industry partners rely on Travel Ashland to **educate and promote** to visitors while being good stewards of our destination.

Photo by Bob Palermini







## A track record of positive impact

- For the past 40 years, your investment has enabled Travel Ashland to **generate lodging tax dollars** with our industry partners and operators to fuel Ashland's economy. Travel Ashland is the tourism branch of the Ashland Chamber of Commerce. We are your allies.
- We have **increased lodging tax and food & beverage tax revenue** year over year, aside from the pandemic, and have helped to generate strong recovery since.
- These dollars and the impact of visitation also support our year-round **workforce**, our **quality of life, fund essential services** and sustain **amenities** that residents value. It underscores why we live here.
- Our work inspires visitors to travel here **year-round** and supports our tourism related businesses and employment. We **generate food and beverage tax dollars** through visitor spending and our culinary promotions.
- Of the lodging tax generated: **70%** goes to the City's general fund; **30%** are restricted tourism dollars that, by state law, must be reinvested back into the tourism industry.

# Where we are now

- **The fall** ended with **strong visitation and the holidays were comparable to 2019** numbers for many though different from 2021.
- **We support and promote events that are returning and growing** such as the upcoming Oregon Chocolate Festival, the Cheese Festival and the Ashland Independent Film Festival and the new Rogue Table events.
- **Spring promotions** are underway with **targeted campaigns** reaching our personas and key markets that we continually assess and update based on engagement and visitation.
- We are **producing** seasonal videos, imagery and footage telling the story of visiting Ashland along with growing our social platform and engagement. We will be sharing our Fall shoot on YouTube.
- In March we will launch Travel Ashland's **Industry platform** to support our partners with resources, research and outreach.
- Production of our **Visitor Guide** begins and due to publish in May.
- We are revamping how we attract **conferences, groups and tours.**



# Program Analytics

Photo by Bob Palermini



# Earned Media Coverage November – December 2022

- Great coverage for Ashland and the region with many travel writers planning their trips for 2023. Travel Ashland participates by collaborating, hosting, planning and coordinating with partners such as Neuman Hotel Group, Travel Southern Oregon, Rogue Valley Vintners and Travel Oregon.

Shopping

**Book a wellness getaway at an Oregon resort that filters mineral waters to your room**

Jean Chen Smith  
Dec 18, 2022



Lithia Springs Resort  
Booking.com

Nestled in the small town of Ashland in Oregon's Rogue Valley, a mere 15

SF Gate  
(San Francisco Chronicle  
Website)  
5.6 million UVPM

Big Life Magazine  
(circulation: 30,000)

**biglife**  
magazine

LIVE BIG | TRAVEL | FOOD & DRINK | FASHION & GEAR | ARTS & CULTURE | PLACE | SHOP | VI



**Be Here Now: Ashland, Oregon**

Words by Hollis Zimmer

I have been to Ashland, Oregon, only a handful of times but on each visit, I find myself lured further into its charms like Alice descending into Wonderland. One might imagine seeing the White Rabbit pop out of the bush in the leafy, verdant Lithia Park that beckons visitors with its magical springs. And a king or queen may actually be mid-solloquy nearby at the Shakespeare Festival if you listen closely enough, though hopefully ordering no one's beheading. A stroll through the streets may indeed find you eventually seated at a table enjoying magical mushrooms, not of the hallucinogenic variety but of the palate-pleasing wizardry kind concocted by local chefs.

This is a town with a vibrant arts scene, a walkable downtown, a range of foodie-centric restaurants, a craft beer scene, a burgeoning wine culture, trails for hiking, biking, and running, and, amazingly, a ski area that is both affordable and fun. It's also a college town, a feature that brings its own youthful vibrancy. It would be tempting to call Ashland a lovely little hamlet given its well-known history as the home of the Oregon Shakespeare Festival, but it offers so much more than that. Add to this paradisaical scene some of the loveliest people around and you get the idea of why this is a magical town.



ADVENTURE

**These Small 'Mom 'n Pop' Ski Resorts Are Locals' Best-Kept Secrets**



Courtesy: Uniq

Mt. Ashland Ski Area

by Nancy Prichard Bouchard

Men's Journal  
(circ. 1.3 million unique visitors per month)

# Website and Social Analytics

## October - December Actual

	<b>October - December 2022</b>	<b>October - December 2021</b>	<b>Variance</b>	<b>Variance</b>
Pageviews	32,890	10,998	21,892	199.05%
Users	19,790	4,503	15,287	339.48%
Sessions	22,116	5,412	16,704	308.65%

## January - March Forecast

	<b>January - March 2023</b>	<b>January - March 2022</b>	<b>Variance</b>	<b>Variance</b>
Pageviews	34,500	20,570	13,930	67.72%
Users	16,000	9,117	6,883	75.50%
Sessions	15,500	10,629	4,871	45.83%

# Social Metrics October - December

## Facebook October - December Actual

	Oct-Dec 2022	Oct - Dec 2021	+/-	+/-
Followers	2,458	2,082	376	15.28%
Reach	41,170	3,423	37,736	91.66%
New Likes	75	41	34	45.33%

## Instagram October - December Actual

	Oct - Dec 2022	Oct - Dec 2021	+/-	+/-
Followers	4,035	3,438	597	14.79%
Reach	16,787	6,235	10,552	62.86%
New Likes	244	0	244	100%

# Paid Social October - December

168,445

Impressions

51,729

Reach

2,797

Clicks

3.35%

CTR

\$0.27

CPC

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Sponsored · 🌐




**Live your daydreams**  
Winter's enchanting Festival of Light is a chance for you to live out your ...See more

[Learn more](#)

Jodi Larson and... 3 comments 3 shares

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**Live your daydreams**  
Winter's enchanting Festival of Light is a chance for you to live out your ...See more

[Learn more](#)

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Travel Ashland Oregon  
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Tax free dining and shopping is just the tip of the iceberg this winter during the ...See more



[TRAVELASHLAND.COM/FESTIVA...](https://TRAVELASHLAND.COM/FESTIVA...)  
**Light up winter**  
30th anniversary event schedule

[LEARN MORE](#)

[Share](#)



# Paid Social October - December

 **Travel Ashland Oregon is in Ashland, Oregon.** Sponsored · 🌐

🔔 You don't want to miss Ashland's 30th annual Festival of Light Celebration 🌟🌲❄️ Kicking off next week 📅 We look ...See more

NOVEMBER 25TH

## Grand Illumination

EVENT DETAILS

Join us for Santa's Arrival and the Grand Illumination on Friday, November 25th with music and festivities.


Santa's arrival begins at 5pm followed by the Grand Illumination.

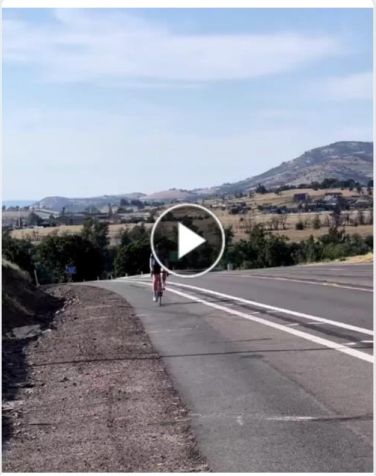
 **ASHLAND**  
CHAMBER OF COMMERCE


travelashland.com  
**ANNUAL FESTIVAL OF LIGHT - Travel Ashland** [Learn more](#)

👍👍 Connie Pope and 26 others 7 shares

👍 Like    💬 Comment    ➦ Share

 **Facebook**  
**Instant articles**





 **Travel Ashland Oregon is in...** SPONSORED · 🌐

CYCLING - Travel Ashland

Ashland, Oregon is home to some of the most scenic, fun and bike friendly roads on the West Coast. From lakes to mountains with a cute town in ...See more

[Learn more >](#)

 **Travel Ashland Oregon**  
Sponsored · Play Full 1:28 ▶



**Ashland, Oregon is home to a not-so-secret amazing mountain biking trail system. The trails run all the way from the Mt. Ashland ski Area directly down to town! Our local riders Katie and Josh learned how to mountain bike on... [More](#)**

 **Facebook**  
**Feeds**    🗉 Expand    ⋮

 **Travel Ashland Oregon is in Ashland, Oregon.** Sponsored · 🌐

Get your costumes ready! Ashland's Halloween Parade is back on Halloween, Monday, October 31st, 3:30pm. The parade will start ...See more



ashlandchamber.com  
**Special Events - Annual Children's Halloween...** [Learn more](#)

👍👍 City of Ashland... 3 comments 48 shares

👍 Like    💬 Comment    ➦ Share

# Social Posts December

## Top Post

Reach 1,073 Engagement 21

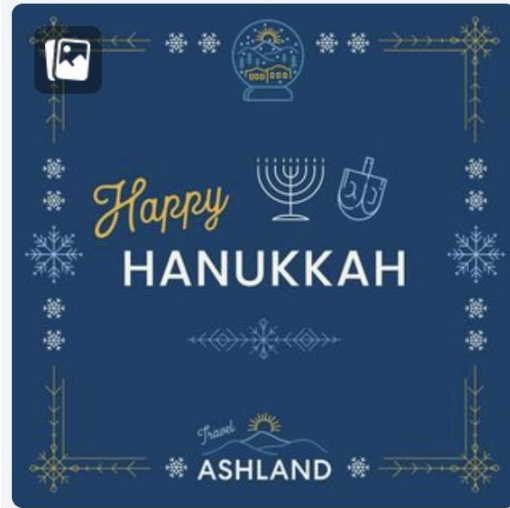


**Winterbreak in Ashland**  
Family Getaway Itinerary

- Day 1 Snowplay @ Mt. Ashland & dinner in town
- Day 2 Shopping and Ice Skating in Lithia Park
- Day 3 Cozy rest day and the best hot chocolate
- Day 4 Explore the playgrounds and hike the trails

Something for everyone - get away to Ashland this winter break with the family and friends. ❄️ The holidays are filled to the brim with magic 🍷 and wonder along with scrumptious food and libations. 🍪 #familyfun #basecampashland #liveyourdaydreams

Reach 461 Engagement 23



Happy Hanukkah on this first night! May your candles burn bright this season.

Reach 302 Engagement 12



Come celebrate the light in Ashland this holiday season. Wishing everyone a beautiful Winter Solstice as the sun stands still and winter begins. #liveyourdaydreams #wintersolstice2022 #pnw

# Key Takeaways

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- **The editorial calendar** with prewritten social posts and templates were a success promoting Festival of Light and winter itineraries.
- **Travel Ashland** launched the new social management plan the week of Dec 12 with a new social media consultant starting January 2023.
- **Overall web traffic** and engagement continues to be up significantly YOY
  - Pageviews +140%
  - Users +329%
  - Sessions +261%
- **Top Pages**
  - Homepage 10.67%
    - Top navigated to after Homepage
      - Festival of Light
      - Winter Reaction
      - Dining
  - Ashland 4 Kids 9.14%
  - Festival of Light 6.09%

# Paid Media Performance

Photo by Lindsey Bolling Photography



Search

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# Search October - December 2022

108,075

Impressions

6,297

Clicks

5.83%

\*Industry Average 5-7%

CTR

\$0.81

\*Industry average \$1.40

CPC

Ad Group ▾	Impressions ▾	Clicks ▾	Click Rate ▾	Absolute Top Impressions ▾	Top Impressions ▾
Branded ▶	27,044	2,277	8.42%	36.71%	86.66%
Family Fun ▶	26,449	1,580	5.97%	21.09%	82.28%
Outdoors ▶	28,021	1,063	3.79%	42.30%	92.95%
Wine and Culinary ▶	18,281	768	4.20%	27.38%	71.97%
Arts and Culture ▶	8,092	599	7.40%	46.01%	74.97%
Local Shopping ▶	188	10	5.32%	27.17%	53.32%

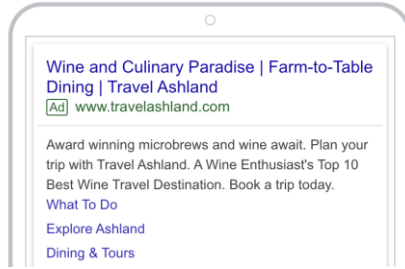
## TOP CITIES

City	Impressions	CTR
Portland, Oregon	45,811	4.92%
Dorris, California	8,243	9.95%
Seattle, Washington	3,130	4.35%
Redding, California	812	15.76%
Sacramento, California	1,350	7.41%
Eugene, Oregon	1,420	6.69%
Salem, Oregon	1,102	7.80%
San Francisco, San Francisco B...	1,444	5.68%
Redmond, Oregon	704	9.52%
San Jose, Silicon Valley	1,057	6.15%

\*2022 Search Advertising Benchmarks  
LocalIQ - multiple categories

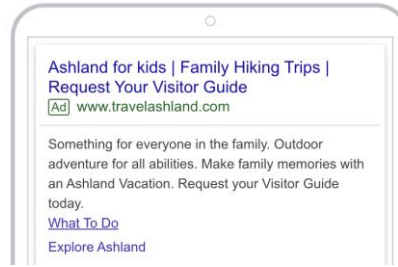
## Wine & Culinary

Impressions	Clicks	CTR
4,232	164	3.88%



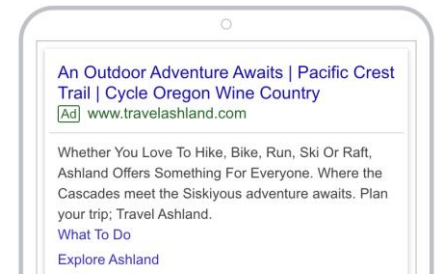
## Family Fun

Impressions	Clicks	CTR
6,683	471	7.05%



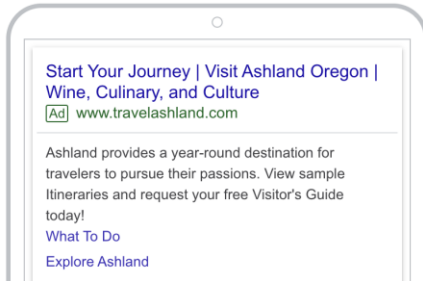
## Outdoors

Impressions	Clicks	CTR
6,783	270	3.98%



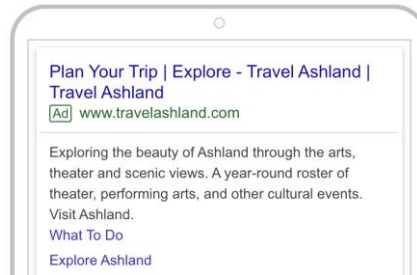
## Branded

Impressions	Clicks	CTR
3,567	390	10.93%



## Arts and Culture

Impressions	Clicks	CTR
2,482	178	7.17%



# Display

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# Display October - December

1,115,876

Impressions

1,800

Clicks

0.16%

CTR

40

View Through

Place	Region	Impressions	Clicks	Click Rate
San Francisco	California	82,418	120	0.15%
Phoenix	Arizona	50,234	106	0.21%
Seattle	Washington	67,858	103	0.15%
Portland	Oregon	77,287	102	0.13%
Los Angeles	California	56,962	88	0.15%
Sacramento	California	34,060	56	0.16%
San Diego	California	26,823	49	0.18%
Denver	Colorado	25,567	34	0.13%
Las Vegas	Nevada	15,334	33	0.22%

# Display



Persona: Quick Escapes  
Interest: All  
Market: Drive  
Run Dates: 3.1.2022-11.30.2022



Impressions: 74,968  
CTR: 0.11%  
Clicks: 82



Persona: Family Getaways  
Interest: Family Fun  
Market: Drive & Fly  
Run Dates: 3.1.2022-11.30.2022



Impressions: 135,000  
CTR: 0.15%  
Clicks: 201



# Display



Persona: Quick Escapes  
Interest: Wine & Culinary  
Market: Drive  
Run Dates: 3.1.2022-11.30.2022



Impressions: 127,186  
CTR: 0.09%  
Clicks: 110



Persona: Wanderers  
Interest: Wine & Culinary  
Market: Drive & Fly  
Run Dates: 11.1.2022-11.30.2022



Impressions: 50,067  
CTR: 0.28%  
Clicks: 141



# Outdoors- Hike



## Hiking

Persona: Quick Escapes  
Interest: Outdoor - Hike  
Market: Drive & FLY  
Run Dates: 11.1.2022-11.30.2022

Same ad creative as the "quick escapes" different targeting

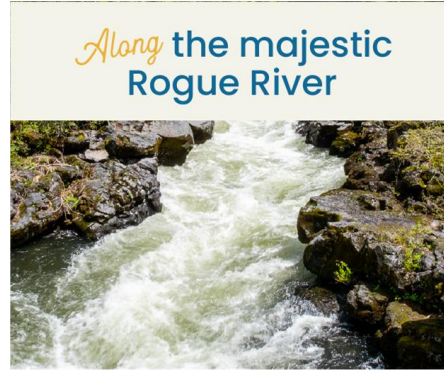
Impressions: 50,076  
CTR: 0.22%  
Clicks: 110



Persona: Quick Escapes  
Interest: Outdoors - Mt Biking  
Market: Drive  
Run Dates: 11.8.2022-11.30.2022

Impressions: 25,873  
CTR: 0.41%  
Clicks: 105

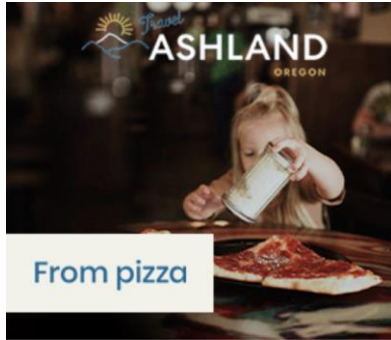
# Basecamp Crater Lake – Winter – Outdoors



Persona: All  
Interest: Outdoor Enthusiasts  
Market: Drive & Fly  
Run Dates: 12.1.2022–2.28.2023

Impressions: 50,179  
CTR: 0.27%  
Clicks: 133

# Family Getaways Winter

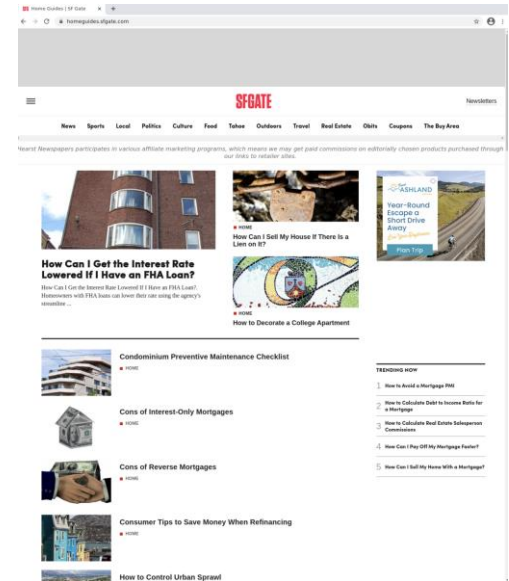
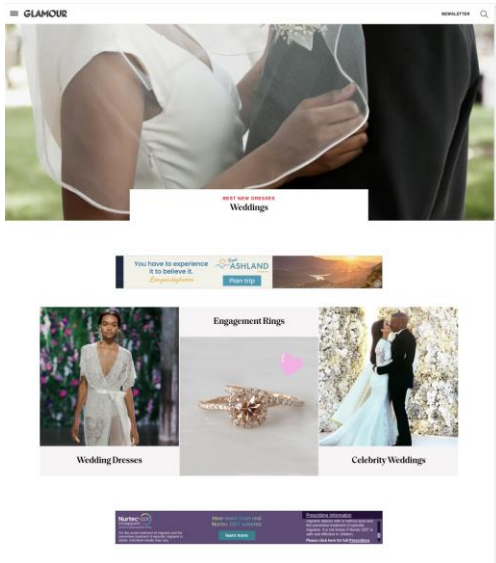


Persona: Family Getaways  
Interest: Family Fun  
Market: Drive & Fly  
Run Dates: 11.9.2022-2.28.2023

Impressions: 75,270  
CTR: 0.25%  
Clicks: 187

# Display - Highlights

- Top sites by click
  - Yahoo.com 161
  - Dailymail 132
  - People.com 111
- Overall campaigns continue to perform well
- The best performing ad sets by CTR (click through rate) were both of the family targeted ones
- Each month we are seeing additional “view through” which is when someone sees an ad but does not click and visits the site later



# Industry Statistics



# Lodging Industry Statistics: September – December

## Key Points:

- For Ashland’s entire lodging sector, a third of the properties report to STR, a data collection entity that we subscribe to.
- Below, occupancy represents 536 rooms nights, approximately a third of the 1700+ rooms of Ashland’s lodging. Data is based on properties that report to the STR reporting system.
- Ashland paced well in occupancy compared to the state, region and county with growth over 2021 in September and December.
- Beyond lodging, **September and December were strong** months for restaurant, retail, outfitters and wineries.
- The beautiful fall weather and travel in general was strong through October. The **holidays were up for many** in 2022 occupancy wise however with **rising costs, profitability was flat** for many. Compared to 2019, most exceeded pre-pandemic revenues.

## Occupancy – Hotel/Motel Lodging

	Sept.	Oct.	Nov.	Dec.
Ashland	71.5%	61.7%	53.6%	55.1%
YOY for Ashland	+11.7%	-5.6%	-10.6%	+9.8%
Jackson County	74.4%	65.3%	57.8%	52%
Southern Oregon	69.4%	65.4%	45.8%	47.1%
Oregon	67%	64.1%	47%	46.3%

Source: STR Report

## Vacation Rentals '22 vs. '21

Sept.	Oct.	Nov.	Dec.
+17%	+15%	-30%	-21%

While November and December were down vs. 2021, **they were up over 2019 and 2020**. Vacation rentals represents a significant number of rooms in Ashland. They are legally licensed and contribute to the lodging tax. Above shows revenue for 66 vacation rental properties in Ashland. Source: BookStayHop

# Lodging Industry Statistics: September – December

## Key Points:

- Average daily rate represents 536 rooms nights, approximately a third of Ashland’s lodging but is a key snapshot.
- Data is based on properties that report to the STR reporting system.
- Ashland held a **strong room rate** and paced ahead of the county and region, which has typically been the case.
- TOT and F&B collections are outsourced by the City of Ashland to the State and have a lag time of 3-6 months.

## Ashland ADR: Average Daily Rate (room revenue/rooms sold)

	Sept.	Oct.	Nov.	Dec.
Ashland	137.65	131.47	102.86	105.29
YOY for Ashland	+7.6%	+8.6%	-6.7%	+20%
Jackson County	124.02	117.32	100.88	95.19
Southern Oregon	119.23	115.33	96.47	96.67
Oregon	141.13	135.95	114.48	114.63

Source: STR Report

## Siskiyou Welcome Center Visits

Sept.	Oct.	Nov.	Dec.
2145	1426	1654	1357

2022 totaled 21,805 visitors **exceeding 2021 by 20%** with 17,661. The Siskiyou Welcome Center is part of the Oregon State Welcome Center system. **60% of all entry** into Oregon comes through our corridors. 20% of all state highway funds in Oregon are generated by visitors according to Travel Oregon. The Welcome Center is managed by Travel Southern Oregon with paid staff and volunteers and funded through Travel Oregon.

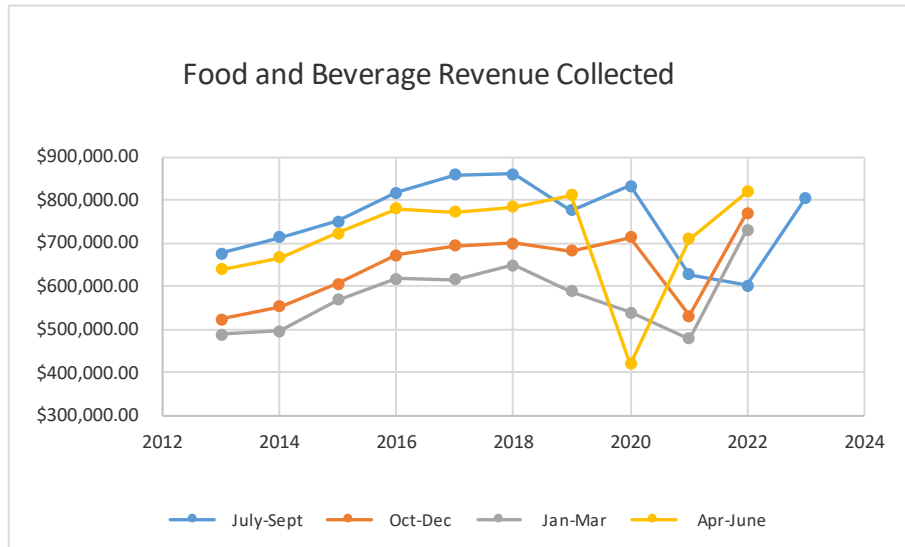
**Ashland’s Transient Room Tax Statistics** show from the latest data available that **July – September of 2022 of \$993,327 paced within 20% of Ashland’s best summer ever in 2018.** This recovery far exceeds many other destinations that are still building back. Conversely, January – March continue to show the greatest opportunity to increase occupancy.

# Culinary Industry Statistics

## Key Points:

### Restaurant responses to Travel Ashland's survey showed the following trends October – December:

- Customers preferred dining outdoors with weather permitting; are spending more per check; ordering more small plates and alcohol; requesting more to-go and many were up in 2022 vs prior years for some.
- **Below, F&B annual revenue collections shows recovery and stabilization with spring pacing to summer.**  
Hence the work we do to promote year-round to help increase fall and winter revenue with visitors.



Source: HdI reports



Photo by Lindsey Bolling

# Strategic Campaigns



## Water Campaigns launched in September

- Crater Lake
  - Ashland as “basecamp” for your Crater Lake trip. As outlined in our recent Economic Diversification Study which we have done and continue to do.
  - The ad “story” starts at Ashland Creek, to the Rogue River and ends with Crater Lake.
  - Links to: <https://travelashland.com/stay/> to focus on the lodging in Ashland as Basecamp
- “Healing Waters”
  - Tells the story of relaxation and rejuvenation of water in town
  - Features reflection at the duck pond, a spa soak, fountains in the park and access to nature with the fairy ponds
  - Links to <https://travelashland.com/relax-refresh/>

# Display - "Water" Campaign launched September 2022



Persona: Wanderers  
Interest: Arts & Culture  
Market: Drive & Fly  
Run Dates: 9.24.2022-2.28.2023

Impressions: 175,400  
CTR: 0.13%  
Clicks: 236



Persona: All  
Interest: Outdoor Enthusiasts  
Market: Drive & Fly  
Run Dates: 9.24.2022-11.30.2022

Impressions: 100,114  
CTR: 0.12%  
Clicks: 117



## Live out your daydreams this Holiday Season.

Join us for Santa's Arrival and the Grand Illumination on Friday, November 25th with music and festivities. Santa's arrival begins at 5pm followed by the Grand Illumination. Celebrating the magic of the season for kids, families, locals and visitors alike.

[www.travelashland.com/festivaloflight](http://www.travelashland.com/festivaloflight)



## Festival of Light & Holiday Campaigns

- We promoted and produced the kick off the holidays with the **30<sup>th</sup> annual Festival of Light event November 25<sup>th</sup>** main event that welcomed over 10,000 people at the grand illumination. Festivities continued through the new year showcasing community partners.
- **Landing page** on [travelashland.com](http://travelashland.com) dedicated solely to the Festival of Light, associated events and local shopping opportunities
- **Social media templates** outlined all the events leading up to the Festival of Light and throughout the entire holiday season
- **Paid social and targeted display campaigns** focused on the events as well as **outdoor, shopping, lodging, dining and entertainment** opportunities
- Geographic targets include the West Coast and emphasis on Redding to Eugene drive markets and LA, Phoenix and Seattle flight markets

# Festival of Light



Persona: All  
Interest: All  
Market: Drive & Fly  
Run Dates: 11.14.2022-12.31.2022

Impressions: 200,714  
CTR: 0.14%  
Clicks: 286



# PTA: Polygonal Targeted Audiences

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Photo by Bob Palermini

## We Invite You Back *December -February*

- Utilizing **Polygonal Targeted Audiences (PTA)**
- Similar to geofencing, PTA targets a set geography and collects data via cell phone. We use a time frame “lookback” and target those who visited during the window of time and eliminate or target based on the audience we are looking to reach.
- **Launched December 19**
- This **targets those who have visited Ashland during the summer months** and **invites them back** for winter activities.
- The audience was pulled through mobile devices
  - **Look back May-June-July, 2022**
  - 48 commercial address locations: **23,450 devices discovered accounting for 129,300 visits to Ashland area hotels, restaurants, airport, etc.**
  - 819 address (CRM): 1,071 devices appended to the residential CRM list.
  - 12,804 devices removed due to association with undesirable ZIP's. (Mostly from 97520, 97501, 97504 and 97502 to avoid targeting locals)
- The campaign creative runs through websites as display ads and through social media.
- In addition to the direct target an additional “Audience Lookalike” was created to reach a larger audience that mirrors their online behaviors of the original audience.

# PTA- Performance - December 2022

Display

175,941

Impressions

391

Clicks

0.22%

CTR

Social

55,486

Impressions

926

Clicks

1.67%

CTR

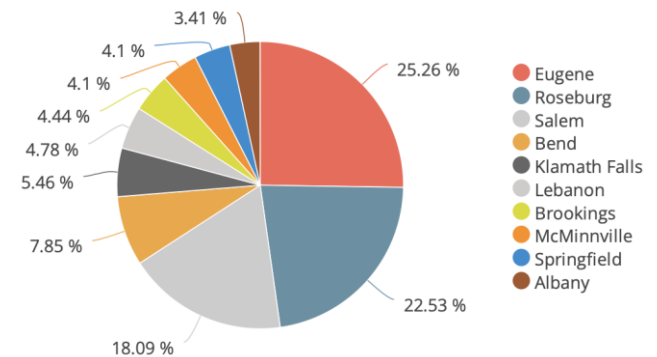
8,524

Reach

## TOP CITIES BY IMPRESSIONS

City	Impressions	Clicks	CTR
Eugene	46,258	74	0.16%
Roseburg	26,594	66	0.25%
Salem	24,795	53	0.21%
Klamath Falls	9,070	16	0.18%
Bend	8,904	23	0.26%
Coos Bay	6,034	10	0.17%

## TOP CITIES BY CLICKS



# Welcome to Winter -PTA & Display



Persona: All  
Interest: All  
Market: PTA  
Run Dates: 12.19.2022-2.28.2023



## Current Winter Campaigns

In addition to the PTA campaign, **our current display campaigns include targeting the following personas and interests during the winter season:**

- Family Getaways - Winter
- Quick Escapes - Outdoors Ski
- Quick Escapes - Wine and Culinary
- Wanderers - Wine and Culinary
- Wanders - Outdoors something for all abilities-winter
- General Audience - Winter Getaway in Ashland
- Destination Friends - Arts & Culture

**These campaigns are mirrored in our social media editorial calendar that we create monthly and deploy with our social media consultant, Katie Guest.**

## Promoting Spring

**Spring promotions** are soon to launch with **targeted campaigns** including a focus on **agritourism, families, spring weather attracting from the north** and a new **Dream Like a Local campaign** that we look forward to sharing.

# Planning

## Targeting

- Reviewing Geographies and adding a third geo group: 150 mile radius. As with the other two groups there will be overlap, but this will allow specific close in geo targeting.

## Events

- Compiling an aggregation of regional events that will be housed on the Travel Ashland Site
- Marketing will be able to be directed to this page

## Conferences

- Developing a strategy to market Ashland as a destination for conferences. This will include organic outreach as well as structured content and media.

## School breaks

- Researching school breaks of surrounding areas to plan marketing in advance, inviting them to Ashland for their break



## Travel Ashland Advisory Committee

- Pete Wallstrom – Momentum River Expeditions (Chair)
- Graham Sheldon – Ashland Creek Inn
- Anne Robison – The Crown Jewel
- Don Anway – Neuman Hotel Group
- Julie Gurwell – Hearsay Restaurant, Lounge and Garden
- Scott Malbourn – Schneider Museum of Art
- Gina Bianco – Rogue Valley Vintners
- Dorinda Cottle – City of Ashland
- Javier Dubon – Oregon Shakespeare Festival
- Gina DuQuenne – Ashland City Council Liaison



# ASHLAND

*Live your daydreams*

## Thank you!

Questions?

Katharine Cato, Director, Travel Ashland

[katharine@ashlandchamber.com](mailto:katharine@ashlandchamber.com)

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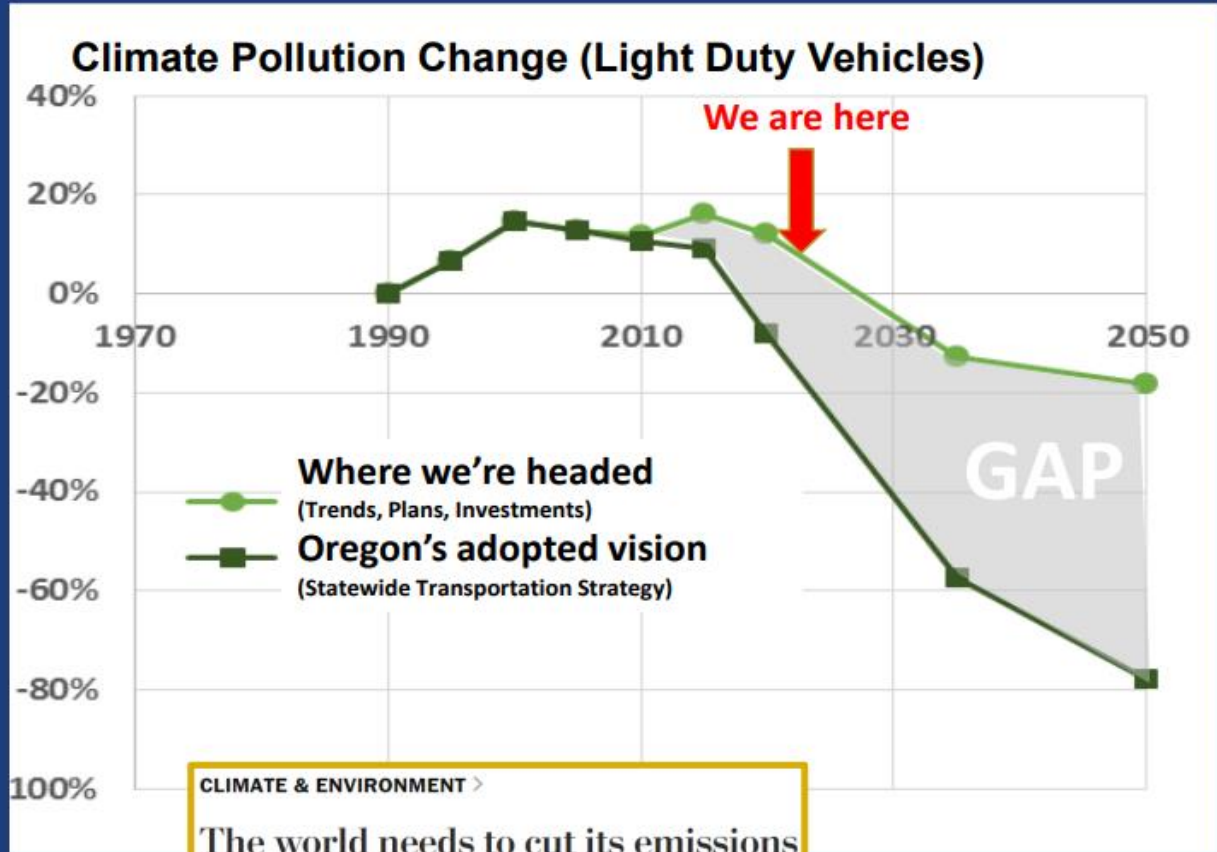


# Climate-Friendly & Equitable Communities

Council Update  
February 22, 2023

# Why these Rules?

## Missing Oregon's Pollution Reduction Targets Has Real Costs



The world needs to cut its emissions seven times as fast to hit climate goals, U.N. report finds



# Rules Apply in Oregon's Metropolitan Areas

These contain  
over 60% of  
Oregon's  
population and  
70% of jobs



# Meeting Oregon's Climate Pollution Reduction Targets



**2050 GHG targets  
for Oregon metropolitan areas**  
per capita light vehicle GHG emissions reduction<sup>1</sup>

Adopted target	Metropolitan area
35%	Portland Metro
30%	Albany
	Bend
	Corvallis
	Eugene-Springfield
	Middle Rogue
	Rogue Valley
	Salem-Keizer

<sup>1</sup> Reductions beyond expected vehicle and fuel improvements

## Two Categories of Rulemaking

Performance monitoring and reporting under both

**Regional plans to achieve pollution reduction targets**

**Land use and transportation rules reducing pollution and promoting equity**





# Updated Land Use and Transportation Rules

Focus Areas

## Land Use/Building

- Designate walkable climate-friendly areas
- Reform parking management
- Support electric vehicle charging

## Transportation

- Plan for high quality pedestrian, bicycle, and transit infrastructure
- Go beyond sole focus on motor vehicle congestion standards
- Prioritize and select projects meeting climate/equity outcomes





Source: Metro

## What is a Climate Friendly Area?

- Imagine downtowns and neighborhood centers
- Walkable area with a mix of residential, office, retail, services, and public uses
- High-quality pedestrian, bicycle, and transit services
- Parking is well-managed




Source: DLCD

## Additional rule provisions Climate-Friendly Areas

- Sized so zoned building capacity in combined Climate-Friendly Area(s) can accommodate 30+% of community housing needs  
(or 25 acres for cities 5,000-10,000 population)
- May include abutting high density residential or employment areas
- Local governments may choose prescriptive or outcome-based standards (next slide)

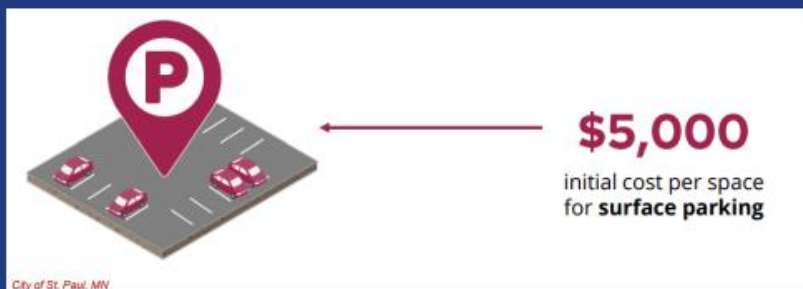
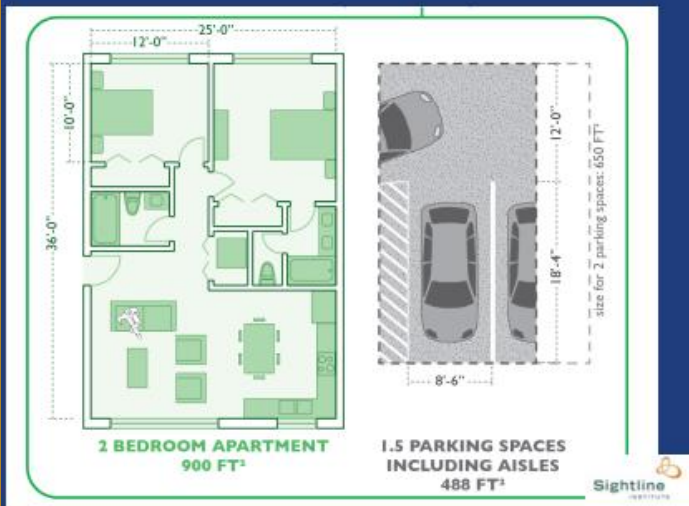




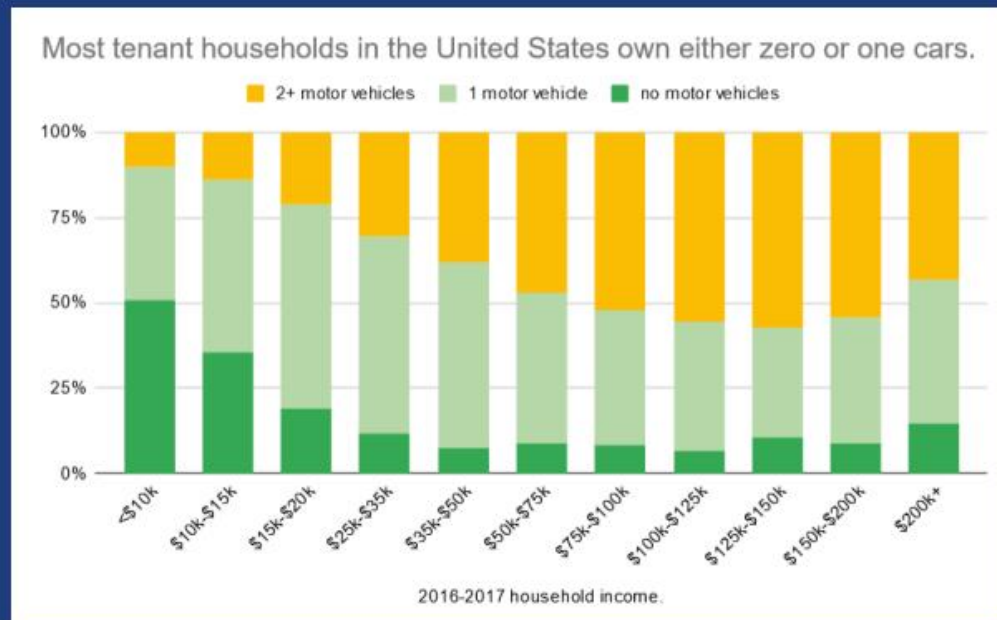
		Prescriptive Option		Outcomes Option
Population	Climate Friendly Area Size	Minimum Density (for single-use residential)	Maximum Allowed Building Height No Less Than <small>(for at least one CFA per community if multiple CFAs)</small>	Target Development Level
5,001 – 9,999	25+ acres	15 dwelling units/net acre	50 feet	20 homes and jobs/net acre
 10,000 – 24,999	Could fit 30% of housing	15 dwelling units/net acre	50 feet	20 homes and jobs/net acre
25,000 – 49,999	Could fit 30% of housing	20 dwelling units/net acre	60 feet	30 homes and jobs/net acre
50,000+	Could fit 30% of housing	25 dwelling units/net acre	85 feet	40 homes and jobs/net acre



# Reforming Costly Parking Mandates



Mandates can prevent housing from being built; parking is a significant cost and displaces housing footprint



Source: Sightline Institute using Census data

People with no cars or few cars are subsidizing parking for those with many

# Reforming Costly Parking Mandates

## Corvallis data

Use	% of all city area
Driveways	3.3%
Parking lots	7.2%
On-street parking	Some part of 9.7% for roads

Parking uses huge amount of land, making areas less walkable

## Parking behaviour: Bundled parking and travel behavior in American cities

Michael Manville\*, Miriam Pinski

UCLA Luskin School of Public Affairs, Los Angeles, CA 90095, USA

### ARTICLE INFO

Keywords:  
Parking

### ABSTRACT

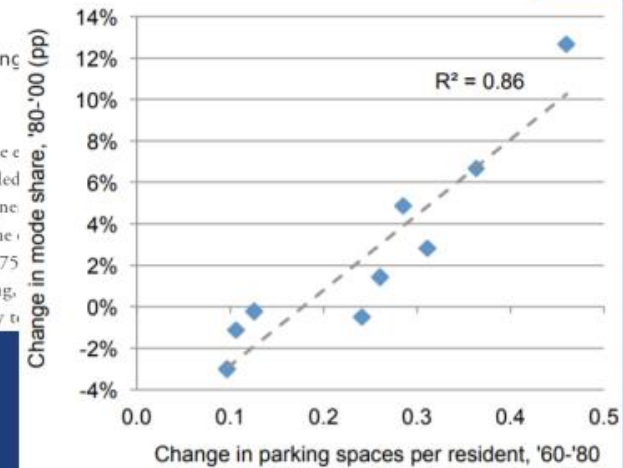
We investigate the relationship between bundled residential parking and travel behavior, with a particular focus on the role of parking in the cost of public transportation and its effect on vehicle ownership. When the cost of parking is bundled into the cost of housing, these lower costs reduce the cost of car ownership for households without parking. We use data from the 2003 American Housing Survey to examine empirically. In this article, we show that bundled parking in cities near transit are twice as likely to be used for car ownership.

## Bundled parking and vehicle ownership: Evidence from the American Housing Survey

Michael Manville

University of California, Los Angeles  
mkm253@cornell.edu

**Abstract:** This article estimates the effect of bundled parking on household vehicle ownership. Using data from the American Housing Survey, I show that the effect of bundled parking on vehicle ownership is 50–75% larger for households without bundled parking. In cities near transit, cities near transit are twice as likely to be used for car ownership.



Parking mandates can lead to more car ownership and driving





## Improving Parking Management

- No parking mandates near frequent transit
- No mandates for shelters, small units, affordable or public housing, childcare, facilities for people with disabilities
- Mandates no higher than one space/unit multifamily **Now in Effect**
- Cities choose an approach: **By 12/31/23\***

**1**

**Repeal  
parking  
mandates**

**2**

**Adopt at least  
three fair  
parking policies  
(e.g. unbundling,  
flexible commute  
benefit)**

**3**

**Remove mandates  
for more dev't  
types and near  
climate-friendly  
areas**







*Land used for parking in downtown Corvallis*

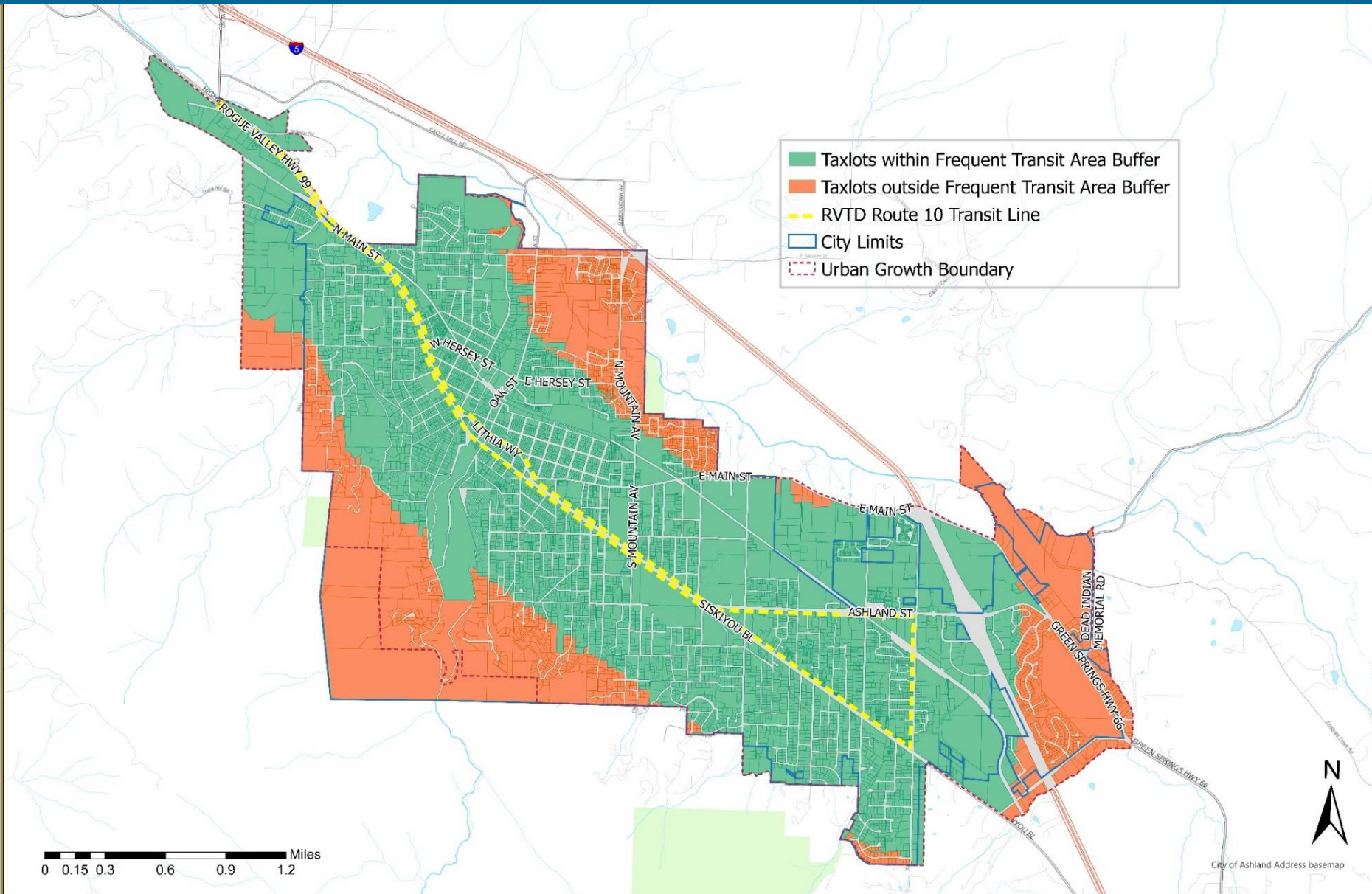
## Other Parking Provisions

### Best Practices

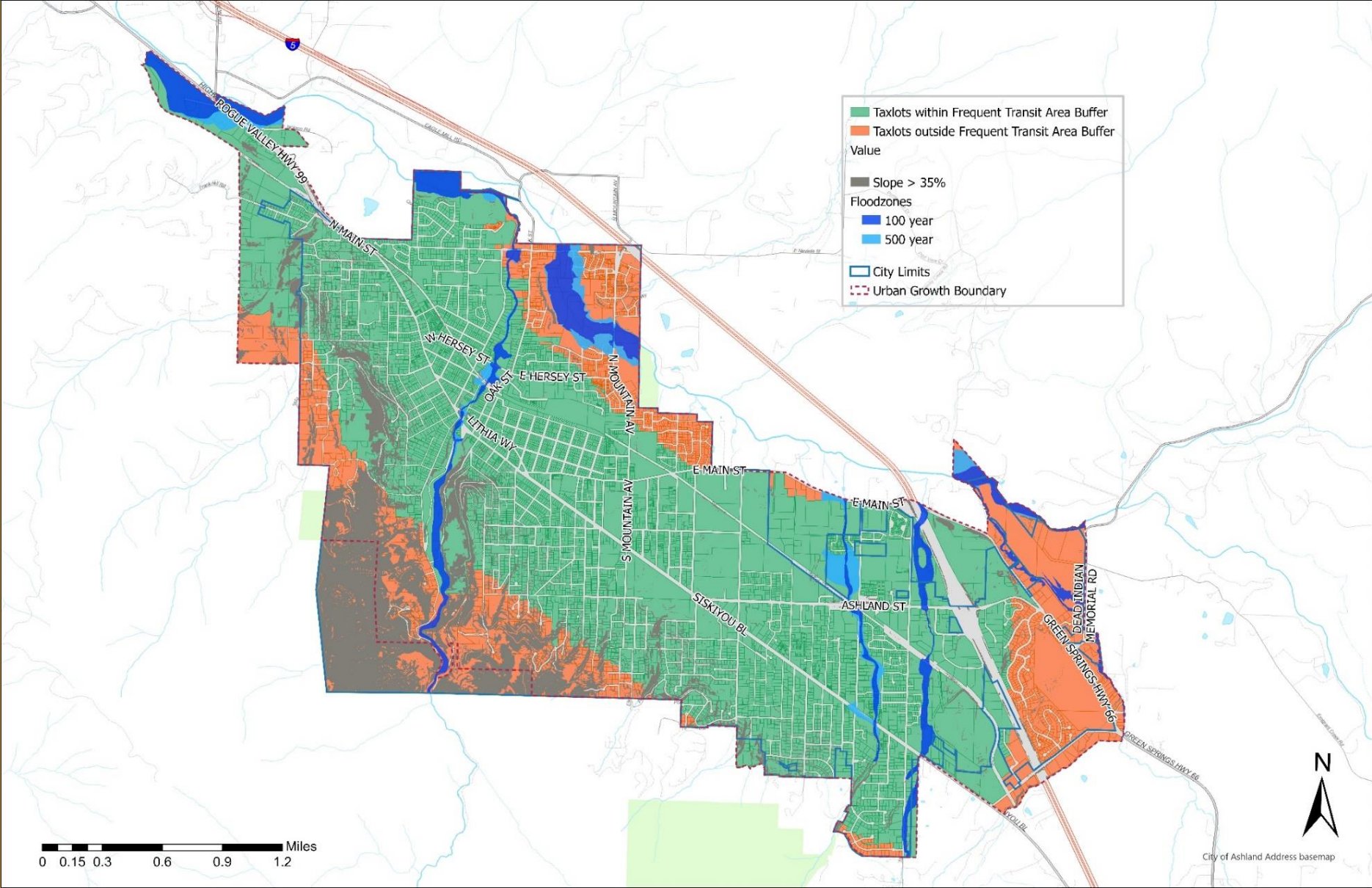
- Facilitate shared parking
- Convert underused parking
- Larger parking lots provide tree canopy or solar panels
- No garage requirements
- Incentives for car share, EV charging, accessible housing units
- Some parking maximums

### Over 100,000 population

- If retaining mandates, price 5% of on-street parking spaces at least 50 cents/day by Sept 30, 2023 and 10% of spaces by Sept 30, 2025



**“Reduced Parking Mandates” Now in Effect**



City of Ashland Address basemap



# Electric Vehicle Charging



**New multifamily and multi-use development must include electrical conduit to serve 40% of parking spaces**

Minimum five residential units  
Charging stations, wiring, and power not required

*Implemented through Building Codes*



# Kestrel Park Cottages



# Climate-Friendly Area (CFA) Analysis/Report

## Geo-Spatial Analysis by 6/30/2023

Consultant: Rogue Valley Council of Governments (RVCOG)

*Identify potential CFA's to accommodate 30 percent of projected total population in mixed-use, pedestrian friendly areas.*

## Public Engagement Plan Implementation by 6/30/2023

Consultant: 3J Consulting

*Public Engagement Plan, Stakeholder Interviews to identify underserved populations impacted in seeking to insure equitable outcomes.*

**Final Study/Report Identifying Potential CFA's  
to Dept. of Land Conservation & Development by 12/31/2023**

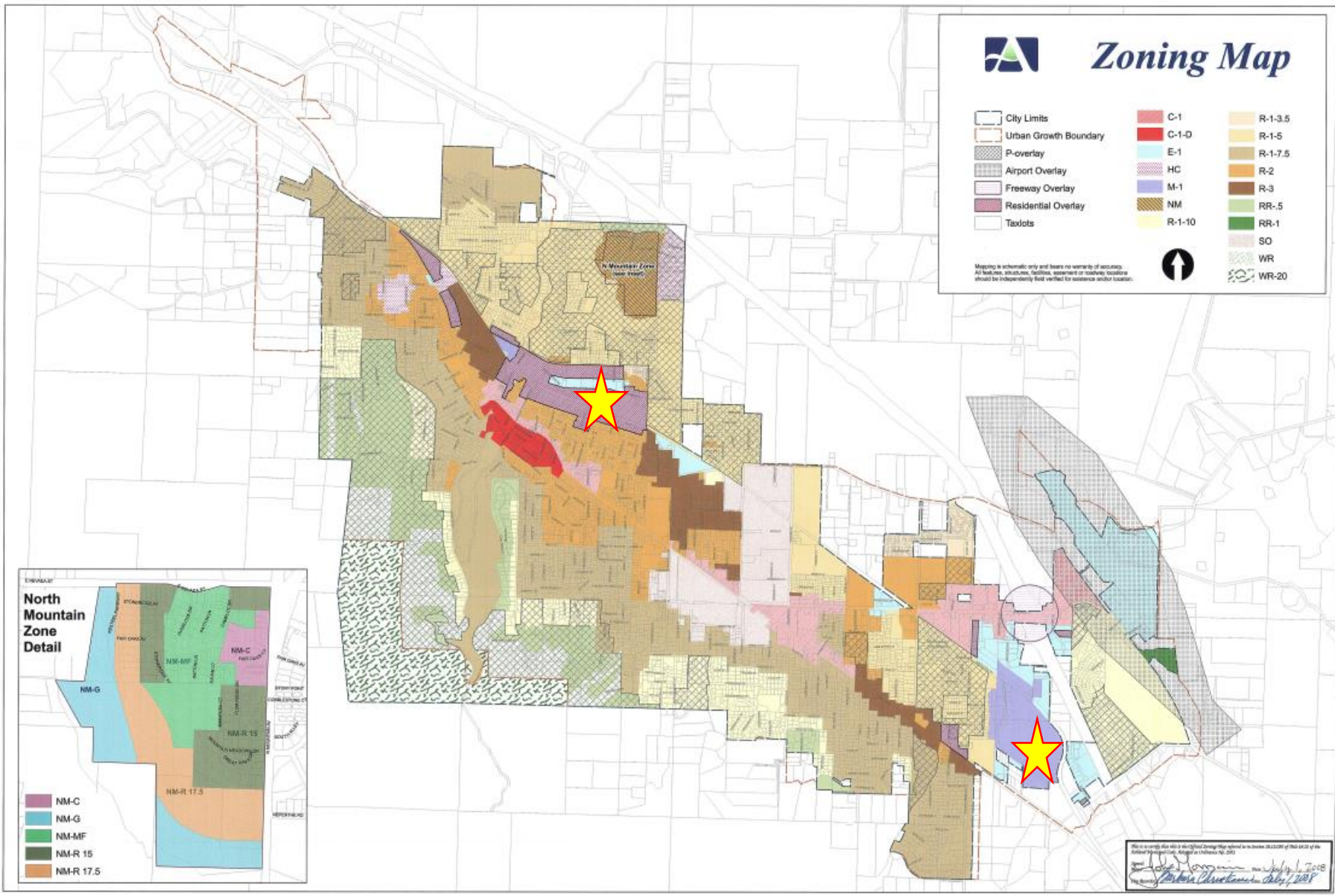
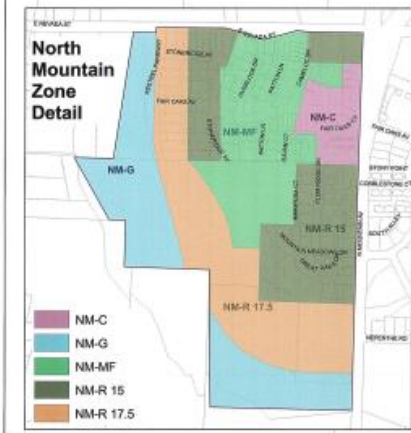




# Zoning Map

- |                       |        |         |
|-----------------------|--------|---------|
| City Limits           | C-1    | R-1-3.5 |
| Urban Growth Boundary | C-1-D  | R-1-5   |
| P-overlay             | E-1    | R-1-7.5 |
| Airport Overlay       | HC     | R-2     |
| Freeway Overlay       | M-1    | R-3     |
| Residential Overlay   | NM     | RR-5    |
| Taxlots               | R-1-10 | RR-1    |
|                       |        | SO      |
|                       |        | WR      |
|                       |        | WR-20   |

Mapping is schematic only and bears no warranty of accuracy. All features, structures, facilities, easement or roadway locations should be independently field verified for accuracy and/or location.

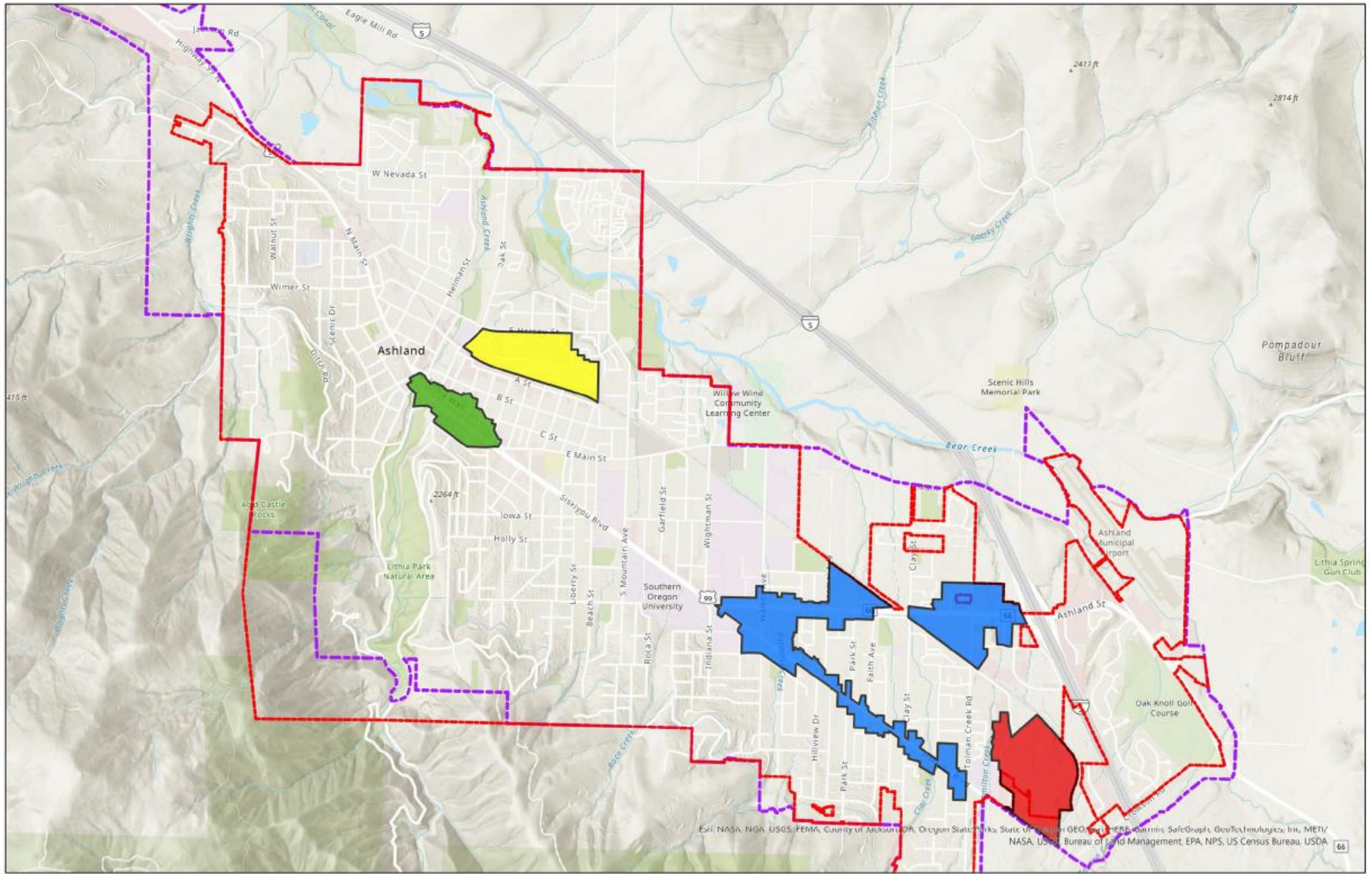


Map is a schematic and does not constitute a warranty of accuracy. All features, structures, facilities, easement or roadway locations should be independently field verified for accuracy and/or location.

*John A. ...*  
*John A. ...*



# Zoning Map



Potential CFAs being analyzed



←  
LINA WY  
FIRST ST

199

199

<http://www.ashland.or.us/climatefriendly>

## Climate-Friendly & Equitable Communities Timeline

**‘Parking A’  
< ½ mile to Rt. 10**

12/31/2022

*In Effect Now*

**CFA Study**

*In Progress*

Complete by 12/31/2023

**‘Parking B’**

*Eliminate Mandates or  
Select Options*

Complete by 12/31/2023

**CFA Zoning**

*Comp. Plan Element,  
Maps & Codes*

Complete by 12/31/2024



**(TENTATIVE) Thursday, April 13<sup>th</sup>, 2023**

**6:00 - 7:30 p.m.**

**At the Talent Community Center (*in person*)**

*Consultants and staff from Medford, Talent and Ashland will present the candidate CFA's for review and comments by citizens from all three cities.*



**Next Climate-Friendly & Equitable Communities Meeting**





ANY QUESTIONS?





# Climate-Friendly & Equitable Communities

Council Update  
February 22, 2023

CFEC Parking Minimums (Parking I) by December 31, 2022	<b>NOW IN EFFECT</b>
CFEC Electrical Vehicle Conduit Requirements by March 31, 2023	<b>THROUGH BUILDING CODES</b>
CFEC Parking Minimums (Parking II) by June 30, 2023	<b>FOR ASHLAND 12/31/23</b>
Climate Friendly Areas (CFA) Study consultant work through June 30, 2023 <i>[Technical Assistance by Rogue Valley Council of Gov'ts]</i>	<b>UNDERWAY NOW!</b>
CFA Public Engagement Process consultant work through June 30, 2023 <i>[Technical Assistance by 3J Consulting, Inc.]</i>	<b>UNDERWAY NOW!</b>
Final CFA Study report due to DLCD by December 31, 2023	
CFA Transportation Modeling by June 30, 2024	
CFA Designation, Maps & Code Amendments consultant work through June 30, 2024 <i>[Consultants still to be determined based on available Technical Assistance funds.]</i>	
CFA Designation, Maps and Code Amendments Adoption by 12/31/2024	



# CF&EC Implementation Timeline





DR. LAURA MILLER  
DIPLOMA IN CHIROPRACTIC  
SELMWOOD CHIROPRACTIC CLINIC  
503-231-5505

PEDESTRIAN CROSSING

LUE GARUO  
FREE  
STERS  
Coffee



PLATFORM

NOW LEASING

PK 101

PLATFORM





## Four Stories....

*Photo from Estado de Guanajuato, México*



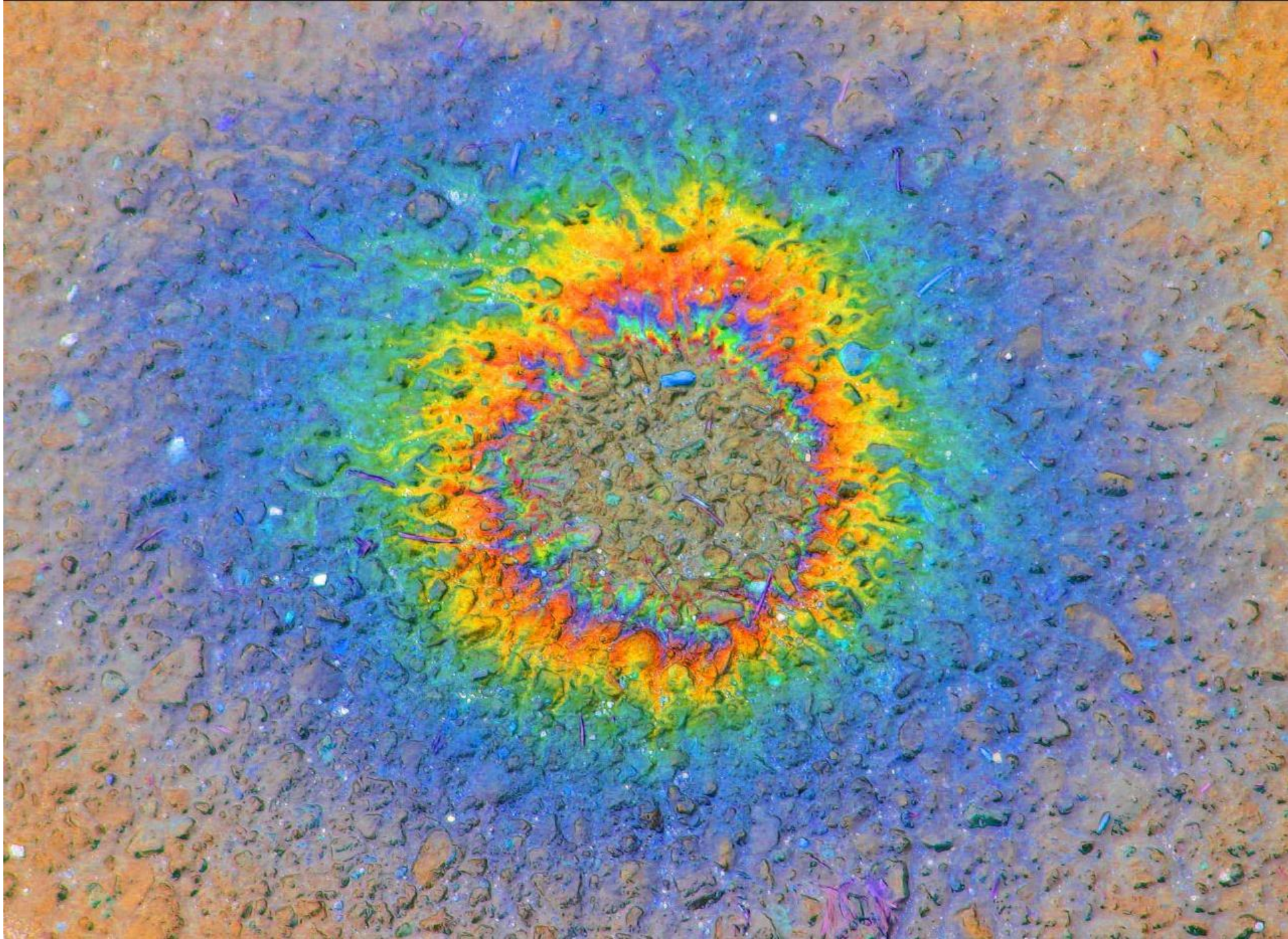














## Stronger planning for:

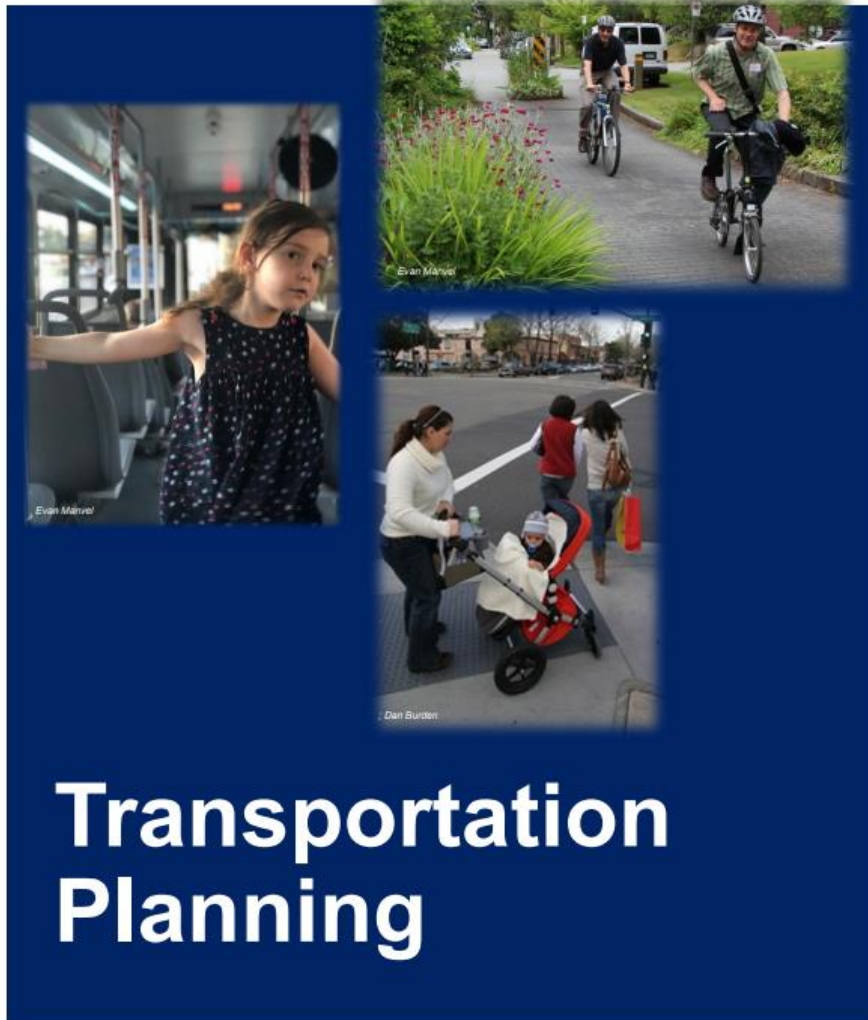
- Pedestrian
- Bicycle
- Public Transportation

Also plan for freight, car travel

Connected, safe, and complete networks

## Prioritize:

- Climate friendly areas
- Neighborhoods with underserved populations
- Access to key destinations





Inventory existing conditions,  
key destinations, and gaps

Plan for a complete, low  
stress network, prioritized  
projects

Require bicycle parking

Identify priority transit  
corridors



# Transportation Planning

Specific Provisions

---

**Project selection** is based on a variety of factors

- Projects across a city must work to meet climate goals

**Measuring success**

- Look at two or more measures, not only moving cars

**Significant street expansions**

- Review alternatives
- Engage the public



# Transportation Planning

Project Selection