

# City Council Goals 2013

## **PUBLIC SAFETY GOAL**

**Public safety and other city agencies, along with the community, collaborate effectively to ensure security for all and improve overall livability.**

### **Objectives:**

- Increase safety and security downtown
- Review the Emergency Preparedness Plan to include food security and other shortages of necessities
- Mitigate fire hazards in the urban interface
- Reduce risks of fire in the city via weed abatement and Firewise landscaping and building practices
- Improve public communication and community partnerships re: public safety policies and best practices
- Provide modern, fully equipped facilities and equipment for city public safety functions

## **MUNICIPAL INFRASTRUCTURE GOAL**

**Collaborate with the community to ensure safe, cost-effective, and sustainable public services, facilities and utilities to meet the urgent, immediate and future needs of Ashland.**

### **Objectives:**

- Examine the anticipated impacts of climate change on city infrastructure
- Evaluate all city infrastructure regarding planning, management, and financial resources
- Implement the conservation plan for water and complete the 10-year plan for electric
- Promote conservation as a long-term strategy to protect the environment and public utility needs and implement a conservation program to reduce water and electricity usage by 5 to 10% over the next three years.
- Maintain existing infrastructure to meet regulatory requirements and minimize life-cycle costs
- Deliver timely life-cycle capital improvement projects
- Maintain and improve infrastructure that enhances the economic vitality of the community
- Develop a fee/rate structure that encourages conservation and pays the bills

## **COMMUNITY QUALITY OF LIFE GOAL**

**Anticipate and identify opportunities to provide for the physical, social, economic, and environmental health of the community.**

### **Objectives:**

- Minimize the incidence and impacts of homelessness
- Provide opportunities for those who are struggling to thrive and not just survive in Ashland
- Increase the number of internet-based businesses by 50% in two years
- Investigate land-use and funding strategies that provide affordable and workforce housing units

- Support and assist foundational relationships with community partners
- Establish a permanent jobs commission
- Implement Level I implementation strategies of the Economic Development Plan as approved by Council
- Review the Downtown Plan including zoning of areas around downtown and create a roadmap for the future planning of downtown
- Encourage private development of affordable housing options
- Analyze the impacts of increased preservation of historic buildings in Ashland

### **ORGANIZATION AND GOVERNANCE GOAL**

**Provide high quality and effective delivery of the full spectrum of city service and governance in a transparent, accessible and fiscally responsible manner.**

#### **Objectives:**

- Examine and improve communication tools used to communicate with the public
- Improve budget and financial reports to be clear, realistic, and effective
- Review and evaluate current commissions for their mission and feasibility
- Improve communication between commissions and Council
- Ensure the efficient and effective use of technology to enhance customer satisfaction
- Ensure the availability of front-line personnel for customer contact during business hours

### **PARKS AND RECREATION GOAL**

**Maintain and expand park, recreational, and educational opportunities; provide high quality, efficient and safe services with positive experiences for guests and other participants while maintaining community participation in the decision-making processes and protecting the environment.**

#### **Objectives:**

- Evaluate current conditions of facilities and identify deficiencies that need correction.
- Provide neighborhood park facilities within ¼-mile of every home.
- Provide opportunities for community members to interact and improve health and social well-being for our community.
- Contribute to the economic viability of our community.
- Preserve natural areas, protect and enhance our environment.
- Incorporate community input into planning processes for parks and recreation programs, activities and facilities.
- Ensure continued safety within the parks and recreation system.
- Support education related to environmental issues.
- Provide ongoing evaluation of recreation programs to ensure current and future relevance.