

Council Communication

Preparation for Approval of the AFN Strategic Business Plan

Meeting Date:	August 17, 2010	Primary Staff Contact:	Rob Lloyd
Department:	Information Technology	E-Mail:	lloyd@ashland.or.us
Secondary Dept.:	Administration	Secondary Contact:	Michael Ainsworth
Approval:	Martha Bennett	Estimated Time:	30 Minutes

Question:

Shall City Council formally approve the Ashland Fiber Network Strategic Business Plan?

Staff Recommendation:

Staff recommends City Council adopt the AFN Strategic Business Plan, verifying that it meets the strategic priorities and goals of Council.

Background:

As part of the 2010-2011 City Council Goals, Council set the priority of defining “a long term strategy for the Ashland Fiber Network that improves its financial viability, provides high quality services to residents, and promotes healthy economic development.” The Information Technology Department (IT) is responsible for the goal and began work in April 2010.

IT staff visited with members of Council, the City Administrator, City department directors, all ISP partners, and interested community members to ensure the Strategic Business Plan is based on input from AFN’s stakeholders. Strategic goals were derived from comments received from Councilmembers and the City Administrator, as AFN’s executive board. Input from additional stakeholders helped shape the objectives and tactical approaches used to achieve the strategic goals.

Research and analysis was conducted over the April-June period to assess the options that are detailed in the document. IT worked with internal and external reviewers in the first half of July, and presented the plan to Council in Study Session, on July 19, 2010. After additional edits based on feedback received, the Strategic Business Plan is now ready for Council consideration.

Staff will present the strategic goals, management direction, and planned work initiatives to Council. The plan is primarily strategic and policy-oriented. With plan approval, AFN staff will work with its vendor-partners to shape specific contracts and implementation of new services offerings.

Council Options:

Council can (1) adopt the plan as is; (2) adopt the plan with specified changes; or (3) direct staff to rework the plan with new guidance.

Attachments:

Proposed AFN Strategic Business Plan dated August 2010
Mayor's Summary of Meeting with ISPs

