

# Council Business Meeting

July 16, 2019

<b>Agenda Item</b>	2019-2021 City Council Goals Resolution No. 2019-23	
<b>From</b>	Kelly Madding	City Administrator
<b>Contact</b>	<a href="mailto:Kelly.madding@ashland.or.us">Kelly.madding@ashland.or.us</a> ; (541) 488-6002	

## **SUMMARY**

The City Council is being asked to approve the full Council Goals, developed at the beginning of 2019. These are the full Council Goals. Resolution No. 2019-02 comprised just the Council Goals related to the 2019-2021 biennial budget.

## **POLICIES, PLANS & GOALS SUPPORTED**

Seek opportunities to enable all citizens to meet basic need.  
Support innovative programs that protect the community.

## **PREVIOUS COUNCIL ACTION**

On March 19, 2019, the City Council adopted Resolution No. 2019-02 which adopted only the Council Goals as they related to the 2019-2021 biennial budget priorities.

## **BACKGROUND AND ADDITIONAL INFORMATION**

The City hired Jon Lange, a retired SOU professor and experienced facilitator to facilitate the City Council's goal setting process. Between January 9 and 10, 2019 the City Councilors met individually with Mr. Lange to discuss their individual Council goals. On January 18 and February 1, 2019, the City Council held two public meetings with Lange facilitating to discuss and finalize their 2019-2021 biennial goals. The Citizens' Budget Committee used the prioritization of essential services and value services when reviewing the proposed budget document and in their recommendation to the City Council.

The goals that were set were broader than those used for budget prioritization.

## **FISCAL IMPACTS**

While there will likely be fiscal impacts associated with the results of the Council Goals, they are not known at this time.

## **STAFF'S RECOMMENDATION**

Staff recommends approval of Resolution No. 2019-23.

## **ACTIONS, OPTIONS & POTENTIAL MOTIONS**

1. I move to approve Resolution No. 2019-23, adopting the City Council's 2019-2021 Goals.
2. I move to amend Resolution No. 2019-23, in the following ways:

## **REFERENCES & ATTACHMENTS**

Attachment 1: Resolution No. 2019-23

**RESOLUTION NO. 2019-23**  
**A RESOLUTION ADOPTING THE CITY COUNCIL’S 2019-2021 GOALS**

**RECITALS:**

- A. WHEREAS, the City Council desired to develop overall city goals for 2019-2021;
- B. WHEREAS, the City Council held a listening session, on January 7, 2019 to allow for broad public input on City goals/issues and held two public meetings, on January 18, 2019 and February 1, 2019, focused on developing City Council goals utilizing a facilitator.
- C. WHEREAS, the City Council adopted Resolution No. 2019-02 which outlined the City Council goals to be used in the preparation, review and adoption of the 2019-2021 biennial budget.

**THE CITY OF ASHLAND RESOLVES AS FOLLOWS:**

SECTION 1. The 2019-2021 goals set forth below are adopted and will be used during the time period of 2019-2021.

SECTION 2. The City Council goals are as follows:

**Prioritize “Essential Services”, which includes the infrastructure associated with the following:**

- Electric Services
- Municipal Court
- Planning & Building Inspections/Plan Review
- Sewer
- Streets
- Water
- Stormwater
- Fire
- Police
- Parks Maintenance

**Utilize City Resources as Leverage to Develop and/or Enhance the following prioritized Value Services**

1. Emergency Preparedness
  - Focus on emergency preparedness with an emphasis on activities prior to the 2019 fire season:
    - o Refine and test evacuation plans.
    - o Continue efforts to plan and collaborate with the community on how to restore key services post-disruption.
2. Address Climate Change
  - Expand opportunities for community solar.
  - Implement the Climate Energy Action Plan (CEAP).
  - Develop strategies for implementing the 10X20 Ordinance as it relates to local energy generation.
3. Reduce Wildfire and Smoke Risk

- Continue with a robust partnership--and seek additional and broadly-based funding sources--with our watershed partners for watershed health

4. Economic Development

- Encourage hemp manufacturing in Ashland.
- Participate in and promote renewal of visitor economy.

5. Address Housing Needs

- Develop Creative Strategies for Addressing Ashland’s Housing Needs

6. Promote Multi -Modal Transportation

- Consider bolstering efforts in multi-modal transportation

7. Homeless Services

- Homeless Services and Facilitate comprehensive and innovative homeless assistance and recovery within a regional system

8. Senior Services

- Consider ways to make our city all-age friendly

9. Downtown Parking

- Continue to implement the City’s parking program.
- Continue to explore opportunities to strategically increase parking in the Downtown core.

**Develop Current and Long-Term Budgetary Resiliency**

- Continue to improve the budget process: transparency, rigor, innovation, community involvement, and collaboration.
- Evaluate Revenue Streams.
  - Consider what the City is going to do with the AFN debt service “dividend” that begins in 2023?

**During the 2019-2021 Biennium analyze various departments/programs with the goal of gaining efficiencies, reducing costs and improving services**

- Develop a new (revised) strategic and marketing business plan, with goals, objectives and performance measures for AFN.
- Develop a space needs and asset management plan, evaluate real property and facility assets
- Devise a Plan to review and update the Comp Plan, continue to make Community Development more user-friendly.
- Evaluate the Code Compliance program.
- Implement a cost recovery plan and analysis for each department that coincides with the annual review of fees and charges and revenues
- Examine the City’s Grant Program, including but not limited to assessing whether the Grant program’s processes and outcomes align with Council Goals.
- Evaluate and communicate street program timeliness and funding security
- Examine community service alternatives within the Municipal Court program.

**Enhance and Improve Transparency and Communication**

- Educate citizens and ourselves about housing needs; public input procedures; priorities we request of citizens, budget, etc.

- Engage with the Ashland community and partner with other key agencies around our value services so we can leverage the experience and knowledge of the people in town, so that they will know our priorities, and how they can help. Increase transparency, collaboration, and utilize Ashland talent.
  - Conduct town halls; continue Engage Ashland and Team Ashland; and Commission and Ad Hoc Committee Activities

This resolution was duly PASSED and ADOPTED this 16th day of July 2019, and takes effect upon signing by the Mayor.

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Melissa Huhtala, City Recorder

SIGNED and APPROVED this 16th day of July, 2019.

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John Stromberg, Mayor

Reviewed as to form:

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David H. Lohman, City Attorney