

The intent behind this document is three-fold: to serve as a community endorsed Master Plan, adopted by the City of Ashland where implementation of sustainable infrastructure in Ashland becomes policy; to provide an holistic, conceptual framework for economic, environmental, cultural, and social sustainability in Ashland; and to act as a networking tool for businesses, nonprofits, governmental organizations, the City of Ashland, and members of the community to work together to envision a cooperative future for Ashland. Using Ashland as a leverage point, we hope to create a model for positive change and see this vision expand across the Rogue Valley.

Please take the time to thoroughly read the following pages, explore the annotations, and vision for yourself what a truly sustainable Ashland might look like, and how to get there. Are there any pieces missing? How do you see yourself contributing to this effort, both on a personal and professional level?

Do you agree with this vision? Do you want to help?

Please return this file with comments noted in the "track changes" mode or email a separate letter of comment, suggestions for improvement, and the name of your organization (if applicable) by July 31.

Also, send it along to anyone that you feel could contribute to this project. A revised version reflecting community feedback will be sent to you asking for a letter and signature of support, which will then be presented to the Ashland City Council, along with this document. In the meantime, start collaborating within our community, write letters to the editor, start businesses and neighborhood groups.

Together we'll create an ethical, healthy, happy, and truly sustainable Ashland.

If you don't live in Ashland but want to initiate this effort in your city, contact us so we can strategize together. The same air, water and seeds of hope flow through our communities wherever we are. Let's nurture them together.

Thanks for your help,

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The Jackson County Sustainability Network
Ashland Political Subgroup
<http://groups.yahoo.com/group/jcsn/>

[Plan initially developed with significant input and inspiration from Matt Sheehan, Michael Dawkins, Art Bullock, Melanie Mindlin and Pam Vavra of JCSN; JCSN email posts and comments at meetings; several City of Ashland Councilors; city of Ashland Conservation Dept materials; Wilderness Charter School staff, Permaculture studies with Tom Ward, Andy Fisher and the Regenerative Design Institute; Communications/involvement with regional ecology groups and CSAs; etc.]

20/20 Vision: Ashland Sustainability Master Plan.

What do we need to survive and thrive?

Working draft

INTRODUCTION

Our society is currently faced with ecological, economic, and social challenges that threaten its long-term survival.

The natural resources upon which we rely are quickly diminishing. Fossil fuels, upon which every facet of our economic system is dependent, are soon predicted to peak in their production across the globe. Agriculture is centralized away from population centers, often traveling thousands of miles between farm and plate. Forests and native ecosystems are fragmented and disappearing to development and industry. The rate of planetary climate change is accelerating and thus, we're observing unprecedented increases in the frequency and destructiveness of natural disasters across the globe. Increasing pollution in the air, on the land, in watersheds, and our oceans is threatening the ecological stability and diversity of the planet, and by extension, threatening the health and well-being of ourselves and our children.

The challenges that Ashland faces are unique to our own specific economic, social, cultural, and bioregional context, and yet reflect the same bigger-picture trends occurring all over the world: population growth is on the rise; irreplaceable farmland is being lost to development; most of our energy comes from non-renewable and/or environmentally-damaging sources; demand for water threatens to exceed supply; the old growth forests that hold our watershed and numerous rare species are facing increased degradation; housing costs are increasing faster than incomes, education funding is decreasing; public transit options are limited; and small businesses are struggling to compete with larger non-local competitors.

In large part, the food that Ashlanders eat, the energy that we use, and the goods we purchase come from distant and unsustainable sources. Natural disasters, spikes in oil prices, energy shortage, and other crises could seriously impact our ability to support ourselves. If we do not immediately address the challenges before us, our irresponsibility will leave an uncertain future not only for our grandchildren and children, but for ourselves. *We must also understand ourselves as inextricably linked to, and therefore dependent upon, the cycles and resources of the Earth and importantly: to those of the bioregion, watersheds, and forests in which we live. This understanding is essential to our ability to effectively design for ecological, economic, and social "sustainability".*

We have both the resources and the dedication to ensure the best future for our community. Ashland cares about people, the planet, and sharing resources fairly; and is seen as a leader with regional and national influence. As a community, we're choosing to make a concerted, broad-based, and long-term effort towards the sustainable development and "relocalization" of our economy. *By working together, we'll create an ethical, healthy, and truly sustainable Ashland - ensuring the continued health of the ecosystem that supports us, and to which we belong, for many generations to come.*

Sustainable - *Ecol.* Of, relating to, or designating forms of human economic activity and culture that do not lead to environmental degradation, esp. avoiding the long-term depletion of natural resources.

Sustainable development, (a) *Econ.*, economic development which can be sustained in the long term; cf. sense 3 (*rare*, and perh. not a fixed collocation in this sense); (b) *Ecol.*, utilization and development of natural resources in ways which are compatible with the maintenance of these resources, and with the conservation of the environment, for future generations. **Sustainable city** *Town Planning and Ecol.*, a city designed or landscaped in such a way as to ensure the continued conservation of natural resources and the

surrounding natural environment while providing the economic base needed to support its inhabitants

* From the Oxford English Dictionary

Relocalization: Supporting and expanding local infrastructure to meet basic needs locally. Willits, CA is one of the best known examples: <http://www.willitseconomiclocalization.org/>

In order to realize this vision, Ashland must adopt and follow a “Sustainability Master Plan” – a living document which sets out quantified, enforceable goals in key areas, and specifies their execution throughout planning, development, operations, and daily life. Ashland has already made significant commitments to sustainability through diverse programs, resolutions, ordinances, and public events with noteworthy accomplishments. The Comprehensive Plan includes extensive attention to conservation and natural resources. In combining these elements and intentions into a single document with required outcomes and legal force, Ashland will realize sustainability in the most efficient, permanent, and principled way.

Only by working together as a community will we develop a vision for Ashland that truly meets the needs of our diverse population, represents the wealth of diverse knowledge in our region, and fully considers the resources necessary for our success. City government, businesses, nonprofit organizations, educational institutions, service providers, and Ashland residents will all be stewards of sustainability, making light work of this effort.

In that spirit, a broad-based group of citizens, organizations, and professionals are offering the first draft of a Sustainability Master Plan addressing several key areas. We have made our best effort to review city ordinances, resolutions, programs and the Comprehensive Plan, to speak with City staff and officials and recognize our City’s expertise and achievements, and suggest appropriate next steps. However, we recognize that details remain, and we look forward to working with our city to explore these and revise this plan accordingly.

PLAN STRUCTURE – Key Goal areas

Food Security - Ensuring a sufficient supply of affordable, healthful foods produced and procured in environmentally sustainability ways, and as locally as possible.

Energy - Clean, renewable, and secure: Ensuring the availability of efficient, cost-effective, environmentally sustainable energy with a focus on local power generation and conservation.

Community Building - Facilitating community spirit and a sense of belonging, thus building civic participation, mutual interdependence, and neighbor-to-neighbor cooperation that maximize our potential with the least resources.

Water Use and Quality - Ensuring a sufficient and healthy water supply, with a focus on conservation, reuse, catchment, and overall watershed health.

Housing/Building - Creating structures that are affordable, environmentally sound, ecologically regenerative, community minded, and multifunctional.

Forests, Trees & Public Lands - Ensuring the protection and sound management of forests and open spaces for ecological vitality as well as for human enjoyment.

Transit - Building ecologically sound, fuel-efficient and non-petroleum transit options locally and regionally, while increasing non-fuel transit such as biking and walking.

Waste Reduction, Recycling & Composting - Maximizing waste reduction, reuse, recycling and composting, with ecologically sound disposal methods.

Education - Promoting life-long learning that prepares our community for diverse job opportunities, sustainable living and actualization of the human potential.

Economic Vitality - Supporting and expanding a diverse, local economy based on ecological sustainability and living wage jobs.

Public Health - Ensuring the availability of critical health care services with a focus on prevention and holistic wellness.

PLAN DEVELOPMENT, EVALUATION AND REVISION

We would like to begin working with City government to revise and adopt this plan, to be evaluated, reported on and revised yearly in relation to progress, changing needs and changing resources. The Plan would specify measurable targets (e.g., % reduction in water/energy use and waste, % increase in working city farm land, recycling/composting and affordable housing) for each goal area to facilitate assessment of ongoing progress. The targets would be determined based on existing data and necessary additional surveys of resource use versus needs and projected growth in each area. Annual evaluations and revisions could be done by a special committee composed of one member of each commission and committee, relevant City staff, Councilors and a few elected or appointed residents, business persons and other significant sectors.

FOOD SECURITY

Where we're at:

Modern agriculture is perhaps the most environmentally destructive practice on the planet. Most food is produced on large-scale factory farms, thousands of miles from the place where it is consumed. These farms rely on continuous petrochemical inputs and piped-in water, and grow very few crop varieties – as such, they are inherently unsustainable, environmentally polluting, and vulnerable to energy supply disruption. And to add to it all, the food they produce is of inferior quality, lacking essential minerals and nutrients, and often contain chemical residues harmful to our health.

The Rogue Valley has thriving fruit production, significant arable land, livestock production and a growing number of family farms and farming cooperatives who are skilled in organic and sustainable methods. Our region is also home to numerous artisan producers that make value-added products from basic farm products. However, much arable land is being sold for housing developments and local producers face difficulties competing with larger non-local competitors.

Goals - Where to go from here:

1. Localize food production to supply 50% of basic needs within and around the City limits, through the diversity of staple crops that can be grown in the Rogue Valley. This would include protecting farmland within and around Ashland, encouraging local farm start-ups, and increasing home-scale food production.
2. Promote sustainable and organic farming. Prohibit the use of genetically modified seeds. Eliminate the use of chemical fertilizers and pesticides. (Revise Municipal Code 9.28)
3. Support programs that provide food and gardening education to food-insecure populations.

Tactics - How to get there:

- 1. Localize food production – target 25-50% by 2020 (define “local” - 50 mile radius? 100 miles?)
 - Forecast local food needs per forecasted population growth. Determine active farmland needed to meet basic food needs. Establish yearly checkpoints. (As a point of reference, assess number of persons fed by local CSA farms and their acreage – then extrapolate those numbers to Ashland’s population to determine needed crop land).
 - Encourage and increase local food production through tax incentives, zero-interest loans, and grants for existing and new local farmers. Develop plan to fund Agricultural Land Trust.
 - Support THRIVE’s programs to promote local food producers and the businesses that sell and use local foods.
 - Offer incentives to businesses that sell and use local foods, such as partial retention of the meals tax

and hotel tax for participating restaurants and hotels (Amend Ashland Municipal Code Section 4.34.100 regarding refunds).

- Preserve and protect agricultural land
 - Establish protected agriculture zoning class in city limits – parallel to Jackson County’s “Exclusive Farm Use” class. Per projected cropland and orchard needs, require a set percentage/acreage farmland annexed into city limits to be active farmland. (Amend Ashland Municipal Code Sections 18.108 and 18.106) Require that affordable housing and multi-family housing developments retain sufficient land and keep topsoil on-site for community gardens (Amend Ashland Land Use Ordinance Section 18.24.040.A, Ashland Municipal Code Sections 18.24, 18.28, and 18.88)
- Offer incentives to businesses that sell and use local foods, such as partial retention of the meals tax and hotel tax for participating restaurants and hotels (Amend Ashland Municipal Code Section 4.34.100 regarding refunds)
- Pass a resolution for preferential procurement city-wide of locally grown food.
- 2. Encourage gardening and individual self-sufficiency.
 - Encourage household gardening through expanded Parks & Recreation classes.
 - Include topics on composting, seed saving, propagation, perennials, water saving gardens, tree crops; organic, biointensive, biodynamic, and Permaculture methods.
 - Publish a “Recommended Home & Business Tree Crop Guide” to complement the “Recommended Street Trees” guide
 - Establish vegetable and fruit gardens at all local schools.
 - Create additional community gardens
 - Designed into park system
 - Establish a Community Seed Bank.
 - Bioregional natives, food plants, heirloom varieties.
 - Sponsor community seed exchanges.
- 3. Ensure food security for our population through Community Development Block Grants to relevant organizations, and promotion of their programs.
- See “BUSINESS”, “EDUCATION”

LOCAL RESOURCES

- 1.
 - Rogue Valley Grower’s and Crafter’s Markets - roguevalleygrowersandcraftersmarket.com/
 - Rogue Flavor www.rogueflavor.org
 - Siskiyou Sustainable Cooperative www.siskiyoucoop.com/,
 - Fry Family Farms www.fryfamilyfarm.com
 - Blue Fox Farm bluefoxorganics.com/
 - Whistling Duck Farm www.whistlingduckfarm.com
- 2.
 - North Mountain Park Nature Center www.ashland.or.us/Page.asp?NavID=228
 - Jackson County Master Gardeners extension.oregonstate.edu/sorec/mg/
 - Jackson County Sustainability Network Vogel Park Plan
 - Wilderness Charter School Forest Garden Project
- 3.
 - Eagle Mill Farm Education Project
 - Food for People
 - Peace House Gardens and Uncle Food’s Diner
 - ACCESS

MODELS

- 1.
 - Community Food Security Coalition – Guidebooks www.foodsecurity.org/pubs.html
 - Marin Organic www.marinorganic.org/
 - “How Cuba Survived Peak Oil” www.energybulletin.net/13171.html
- 2.
 - Canada’s Office of Urban Agriculture www.cityfarmer.org/
 - American Community Garden Association www.communitygarden.org
 - The Edible Schoolyard www.edibleschoolyard.org/
 - Food Routes Network
 - National Campaign for Sustainable Agriculture

CLEAN, RENEWABLE, SECURE ENERGY

Where we’re at:

This issue – spanning challenges and solutions - has been well articulated and addressed by the Comprehensive Plan, the Electric and Conservation Depts., and government. Ashland has implemented City-owned renewable projects and is committed to increasing this through public and private means. The Conservation and Electric departments offer free services and incentives for conservation and renewables, as well as excellent public education tools – which are truly progressive, effective and worthy of much recognition. Ashland’s electric mix currently includes about 5% Environmentally Preferred Power and has been cited as a model for its city-wide promotion of the Bonneville Environmental Foundation’s Green Tags program. However, we remain connected to a grid that is powered largely by non-renewable and environmentally-damaging large scale hydroelectric dams, prone to failure and plagued by transmission loss. Energy use is increasing about 2% per year. Our area is ideal for solar, with some areas suited for wind and small-scale ecologically friendly hydroelectric. The potential for increased conservation is immense, through basic reduction of use, more efficient building methods and current technologies.

Goals - Where to go from here:

1. Implement an intensive, quantified, energy conservation campaign to cut energy use by 3% yearly across the board.
2. By 2020, localize at least 25% of Ashland’s energy needs through city-owned and private installations. Scale up thereafter.
3. Increase purchases of “Environmentally Preferred Power” from the grid.

Tactics - How to get there:

- 1. Localize energy production – target 25% by 2020.
 - Establish a community owned grid inter-tie network,
 - Solar PVP, Passive heating and lighting, on all city buildings where appropriate.
 - Explore wind production, on vacant or unused land or atop existing structures where appropriate.
 - Consider “biogas” methane production from sewage treatment plant, and from localized sources.
 - Offer partial credits to off-the-grid homes in recognition of their role in reducing load, and thus overall power costs, as well as pollution and administration.
 - Implement and replicate proposed public solar installation on “The Grove”.
 - Require active solar siting on all new construction to maximize potential for future solar installation.
- 2. Reduce energy consumption by 3% (1% net energy decrease) (Addressed significantly in Comprehensive Plan and through city programs).

- Increase frequency of successful and popular conservation workshops, guidebooks, home and building tours, etc.
 - Follow through on proposals to require LEED or equivalent for all city buildings.
 - Require Earth Advantage for all new home construction. Offer conservation Density Bonus for higher level of Earth Advantage compliance (Amend chapters 18.24, 18.28, and 18.88 of the Ashland Municipal Code).
 - Continue encouraging efficient retrofit of existing homes.
 - Encourage wood heat through efficient wood and masonry stoves, promoting local, sustainably harvested wood. Create incentive program.
 - Require passive solar design on all new construction.
 - Incorporate additional recommendations from the Comprehensive Plan, City Council Goals and Conservation Commission Goals.
- 3. Increase clean energy purchases – Target 5 -10% increase annually
 - Offer residents and businesses the option to purchase EPP through their utility bills
 - Increase City Electric purchases of EPP 5% annually
- See, “HOUSING/BUILDING”, “BUSINESS”, “TRANSIT”

LOCAL RESOURCES

- 1.
 - Solar Pioneers/BEF Funding
 - BEF Green tags
 - Electric Dept
 - Home Power Magazine <http://www.homepower.com/>
- 2.
 - Ashland Green & Solar Home Tour
 - City of Ashland Conservation Division
 - Conservation Programs www.ashland.or.us/Page.asp?NavID=1366
 - Oregon Department of Energy www.energy.state.or.us
- 3.
 - Bonneville Environmental Foundation
 - Pacific Power Blue Sky Program

MODELS

- 1.
 - Smart Communities Network – Community Energy www.smartcommunities.ncat.org/municipal/intro.shtml
 - The World Alliance for Decentralized Energy www.localpower.org
 - Greenpeace's Decentralizing Power Study Summary www.greenpeace.org.uk/MultimediaFiles/Live/FullReport/7148.pdf
- 2.
 - US Department of Energy - Rebuild America www.rebuild.gov/index.asp
 - Leadership in Energy and Environmental Design www.usgbc.org/DisplayPage.aspx?CategoryID=19
 - Earth Advantage www.earthadvantage.com/

COMMUNITY BUILDING

Where we're at:

A healthy and functioning ecosystem is built upon the interconnectedness of the diverse communities of individuals that comprise it. As such, healthy social, food, and economic systems are impossible without the well-being of the people that they serve, and that in turn, support them. Unless our community is itself sustainable; unless it is diverse, happy, and stable across demographic and generational lines; unless it is able to make decisions about and manage our changing collective situation –sustainability in any other arena cannot exist.

Ashland is known for its community spirit, friendliness, and support for regional causes. City government, the Chamber of Commerce, nonprofits, artisans, educational institutions and businesses host a variety of public events throughout the year. The thriving arts scene and the natural beauty that surrounds us are particularly strong elements that define us and bring our community together. Like any town, Ashland is home to individuals with different opinions, needs and political beliefs. It is imperative that we continue to build community, particularly around planning and sustainability issues, because this alone will ensure resilience in the face of growing challenges.

Goals - Where to go from here:

1. Organize ongoing public education and involvement in planning and sustainability issues on an ongoing basis.
2. Ensure that Ashland's young people can continue to live here and raise families.
3. Expand the number of community-wide events held annually
4. Preserve and promote the arts and public lands as community treasures.

Tactics - How to get there:

- 1. Plan and implement a 6-12 month citywide/community visioning project, inviting and welcoming broad perspectives in respectful dialogue (Council goal 2005-7).
- 2. Create truly affordable, livable housing opportunities.
 - Establish an "Ashland Community Land Trust", to acquire and maintain affordable housing independent of inflated market values.
 - Create Cohousing projects in participation with planners and neighborhoods
 - Encourage Ashland's young people to stay and raise families
 - Encourage families to move here
- 3. Sponsor city-wide discussions on sustainability issues. Like "One Book, One Community"
 - Film screenings on public access television or theatres
 - Discussion forums on City website
- 4. Establish community conservation corps - volunteers that would educate neighbors and coworkers about conservation and ecology.
- 5. Sponsor monthly community events: harvest festivals, sustainability events, concerts, picnics, potlucks, etc.
 - List local sustainability events on City web calendar and City Source.
- 6. Continue to encourage and support public art projects, murals, and sculpture.
- 7. Preserve and expand public spaces
 - Parks, natural areas and community gardens. Locations in every neighborhood.
- 8. Establish downtown community center.
- 9. Incorporate additional recommendations from the Comprehensive Plan
- See "HOUSING/BUILDING"

LOCAL RESOURCES

- 1. Ashland Constitutional Dialogue
- 2. Fordyce Street Cohousing Community (Melanie Mindlin)

- 3. Jackson County Reads: One Book, One Community www.jcls.org/jacksoncountyreads.html
- 4. Conservation Commission
- 7.
 - Ashland Parks and Recreation Department
 - Ashland Trails Master Plan

MODELS

- 1. SCN: Community Visioning and Implementation www.sustainable.org/creating/vision.html
- 2.
 - PolicyLink: Community Land Trusts www.policylink.org/EDTK/CLT/
 - Planning Commissioners Journal: Community Land Trusts www.plannersweb.com/articles/pet112.html
 - Cohousing Association of the United States www.cohousing.org/
 - Northeastern Illinois Planning Commission: “Creating Livable Communities” www.nipc.org/environment/sustainable/development/communities/BSC%20Series%20Creating%20Livable%20Communities.pdf
- 4. San Francisco Conservation Corps www.sfcc.org/

WATER USE AND QUALITY

Where we're at:

A healthy watershed is essential to whole ecosystem health and vitality, for important keystone species such as salmon, and clean water for human use. Ashland understands the importance of its watershed, and the Comprehensive Plan includes much detail about the importance of conservation and water quality, and how to achieve this. The City Council has stated a goal of educating citizens about “the right water for the right use”, reusing effluent from sewage treatment, pursuing water quality and temperature improvements, and completing a Riparian Ordinance. Our Conservation Division dedicated significant staff time to a comprehensive and exemplary water conservation program for homes and businesses – setting a high standard that other cities would do well to adopt. However, greywater is prohibited in our state, rainwater catchment is rare, and water use triples in the summer. Ashland has signed on to the TAP program to construct additional pipelines to bring supplementary water to our community. Population growth will challenge our water supply – making TAP water a necessity rather than a back up.

Goals - Where to go from here

1. Continue to implement and expand intensive water education programs – Target 10-20% use reduction per capita.
2. Implement wide-scale water catchment and maximize permeability of paved surfaces and groundwater infiltration (Target 75% participation by 2020?).
3. Lobby for the legalization of greywater and implement its use
4. Reduce waterway pollution (% increase over baseline in water quality testing).
5. Maintain public watershed in perpetuity (in City Charter).

Tactics - How to get there:

- 1. Intensive water conservation – Target 10-20% reduction per capita by 2020 (?) (Addressed significantly in Comprehensive Plan and through city programs)
 - Implement water conservation ordinances – particularly for summer. (Amend Municipal Code 14.06)
 - Use drought tolerant, hardy, perennial and native plants for City landscaping and in parks.
 - Require drip irrigation in parks, community gardens, new construction

- Incorporate additional recommendations from the Comprehensive Plan, Council Goals and Conservation Commission Goals
- 2. Rainwater Storage and Infiltration (Target 75% participation by 2020?) (May require Amending Municipal Code 15.16)
 - Support and encourage rainwater catchment for existing residential and business facilities.
 - Require water catchment (roof, swales, terracing) in new multifamily and business construction, and in all City parks and buildings.
 - Establish city cisterns for catchment, for emergency drinking water, and drought season irrigation.
 -
 - Permit and encourage permeable paving and other “hardscaping” whenever possible
 - Purify stormwater for irrigation and for infiltration via “Rain Gardens”, and swales on slopes and parks
 - Reduce as much as possible sediment and soils runoff into waterways.
 - Control erosion and restore riparian and wetlands integrity.
 - Require erosion control on all new construction.
- 3. Reduce waterway pollution (% increase over baseline in water quality testing).
 - Eliminate sewage overflow into Bear Creek during high runoff
 - Eliminate waterway pollution upstream and within Ashland's sphere of influence
 - Introduce ordinances on chemical use, chemical disposal vehicle oil/fuel discharge and disposal
 - Incorporate additional recommendations from the Comprehensive Plan and City Council Goals
- 4. Greywater reuse
 - Use greywater for irrigation on public property.
 - Encourage residential greywater reuse.
- 5. Wetlands sewage treatment/Composting toilets
 - Phase out chemical sewage treatment.
 - Move towards a system of constructed wetlands
 - Encourage composting toilet construction and use, implement in parks and demonstration sites.
- 6.. Maintain public watershed in perpetuity (in City Charter)
- 7. Collect water quality/quantity source data (City Council Goal 2005-7)

LOCAL RESOURCES

- 1.
 - Ashland Conservation Department
 - Parks and Recreation Department
 - Ashland Conservation Commission
 - Earth Smart Guide
- 2. Ashland Green Business Program
- 3.
 - Headwaters www.headwaters.org/
- 4. Paul Kay
- 5. Paul Kay
- 6.
 - KS Wild www.kswild.org/issues/Water/awatershed
 - Ashland Watershed Protection Program www.fs.fed.us/r6/siskiyou/planning/awpp/awpp.html
 - Ashland Watershed Stewardship Alliance www.redlodgclearinghouse.org/stories/ashlandwatershed.html
 - Headwaters (TID project)

MODELS

- 2.
 - Rain Barrel Guide rainbarrelguide.com/
 - Green Builder.com
 - Harvested Rainwater Sourcebook www.greenbuilder.com/sourcebook/Rainwater.html#RESOURCES
- 3.
 - Portland Bureau of Environmental Services
 - Sustainable Stormwater Program www.portlandonline.com/bes/index.cfm?c=34598
 - Watershed Revegetation Program www.portlandonline.com/bes/index.cfm?c=35528
 - Downspout Disconnection Program www.portlandonline.com/bes/index.cfm?c=31246
 - Tree People T.R.E.E.S. Project www.treepeople.org/trees/default.htm
- 4.
 - Arizona Greywater Law : www.oasisdesign.net/greywater/law/#arizona
 - “Water Desalination and Reuse Strategies for New Mexico” wvri.nmsu.edu/publish/watcon/proc49/beatty.pdf
- 5.
 - Arcata Marsh and Wildlife Sanctuary www.humboldt.edu/~ere_dept/marsh/
 - Environmental Protection Agency: Constructed Wetlands www.epa.gov/owow/wetlands/watersheds/cwetlands.html
- 6.
 - Naturescaping for Clean Rivers www.portlandonline.com/bes/index.cfm?c=32142
 - OAEC's Water Institute - Watershed Advocacy, Training, Education & Research www.oaec.org/waterinstitute?PHPSESSID=1c07ae21b02fec3174244e956ef0d8d0

HOUSING/BUILDING

Where we're at:

Ashland is a desirable place to live and a well planned community where most resources can be easily accessed by bike or walking and on weekdays by bus. The Comprehensive Plan has anticipated the need for green and affordable housing, and includes significant ideas to move these forward. Our city has adopted the Earth Advantage program as the standard for conservation density bonus, actively promotes green building through multiple means, offers generous incentives for new buildings and retrofits, and has experienced staff available to guide residents through these processes. We are clearly forward thinking in this area. However, affordability remains a challenge, sprawl looms as a threat and the majority of new construction does not follow Earth Advantage or other green building standards -sacrificing long-term ecological and social well being for short-term cost cuts.

Goals - Where to go from here:

1. Maintain multifunctional, adaptive development
2. Require ecologically exemplary building and retrofits
3. Continue public education around affordable, green buildings
4. Prioritize affordable housing and building

Tactics - How to get there:

- 1. Functional, adaptive development
 - Develop new housing that supports access to community resources and basic needs in an ecologically restorative and sustainable way
 - Support mixed use, functional neighborhoods and buildings and resist housing-only developments and suburbs. (Endorsed in Comprehensive Plan.)

- X new “affordable” units per year (City Council Goal 2005-7)
 - Study and adopt a funding plan for Open Space Fund/Housing Trust (City Council Goal 2005-7)
 - Carry out desired plan to site community parks within a few blocks of a given home
 - Incorporate additional recommendations from the Comprehensive Plan and City Council Goals
- 2. Ecological, healthy development “green building” (100% of new construction) (Addressed in Comprehensive Plan and through City programs)
 - Eventually phase out toxic, artificial, and imported building materials to the extent possible.
 - Eco-Integrated design
 - Earthen roofs, roof gardens, water catchment, greywater reuse, intelligent building placement, etc.
 - Encourage building with locally sourced materials
 - Dimensional lumber and poles from forest thinning projects
 - Strawbale, rammed earth, adobe, rock and stone, cob and other natural building materials
 - Energy efficiency
 - Build smaller, more functional buildings
 - Require passive solar heating, lighting, and overall excellent thermal efficiency. (Amend Municipal Code 15.04)
 - Continue to encourage renewable energy installations
 - Require Earth Advantage for all new homes, including affordable and workforce housing. (Amend Municipal Code 15.04)
 - All City-sponsored construction projects to meet LEED - equivalent standards. (City Council Goal 2005-7)
 - Require maximum recycling/reuse in construction/remodeling (Mandate currently voluntary building materials recycling program)
 - Create an Ashland recycled materials “resource recovery” site with user-updated inventory for ease of use
 - Expand support for ecological building retrofits
 - Incorporate additional recommendations from the Comprehensive Plan, City Council Goals and Conservation Commission Goals
- 3. Expand current programs to educate and inspire the public (Addressed through City programs)
 - Sponsor quarterly “Green Home Tours” – increase in frequency from current annual tours
 - Sponsor additional classes, workshops, and distribute resources
 - Ecological retrofitting for the “Do-it-your-selfer”
 - Natural building materials and techniques
 - Continuing education for planners on Cohousing, Ecological Design, and Permaculture concepts
- 4. Prioritize affordable housing and building (10-20% of all housing? – Assess incomes and set accordingly)) (Addressed in Comprehensive Plan and through City programs)
 - Continue Community Development Block Grants for affordable housing
 - Require Affordable housing to meet Earth Advantage standards – ensuring long term /life cycle cost affordability
 - Incorporate additional recommendations from the Comprehensive Plan
- See “COMMUNITY”, “WATER”, “FOOD” and “ENERGY”

LOCAL RESOURCES

- 1.
 - Fordyce Street Cohousing Community
- 2.
 - Lomakatsi Restoration Project www.lomakatsi.org/
 - City of Ashland Conservation Programs www.ashland.or.us/Page.asp?NavID=1366

- Earth Advantage Program Resolution www.ashland.or.us/Page.asp?NavID=92182.
- 3.
 - Ashland Green and Solar Home Tour

MODELS

- 1.
 - Village Homes, - Davis, CA
 - <http://www.smartcommunities.ncat.org/success/village.shtml>
 - http://www.lgc.org/freepub/land_use/models/village_homes.html
 - Smart Communities Network: Affordable Housing
www.smartcommunities.ncat.org/buildings/affhousing.shtml
- 2.
 - Smart Communities Network
 - Green Buildings www.smartcommunities.ncat.org/buildings/gbintro.shtml
 - Green Development www.smartcommunities.ncat.org/greendev/gdintro.shtml
 - Land Use Planning www.smartcommunities.ncat.org/landuse/luintro.shtml
 - City of Santa Monica Green Building Program <http://www.greenbuildings.santa-monica.org/index.html>
 - William McDonough + Partners Architects http://www.mcdonoughpartners.com/mission_statement.shtm
 - Projects/Clients <http://www.mcdonoughpartners.com/projects.shtm>

FORESTS, TREES & PUBLIC LANDS

Where we're at:

The immense natural beauty within and surrounding Ashland is unique and rare, defines our town, and is why many of us have chosen to live here. The Klamath-Siskiyou bioregion to which Ashland belongs is one of the “most biologically diverse temperate coniferous forest ecoregions in the world”, according to the World Wildlife Fund. The pristine forest ecosystem surrounding Ashland purifies the air and water; houses numerous recreational opportunities for the public; provides timber for houses and buildings; and represents a dense web of diverse and interdependent plant and animal species.

Ashland has excellent policy around forest management, dictated by the Comprehensive Plan, and by the widely popular Ashland Community Forest Resiliency Plan. Still, as resources are becoming scarcer, pressure to clear-cut and log in “take all” timber sales is building, especially under the guise of “wildfire salvage” logging. Not only environmentally destructive, this model of forest management would severely impact the ability of the forest to regenerate, thus reducing available timber for future generations. We need to ensure the holistic management of the forests around us in perpetuity, for our sake, for the sake of ecological stability, and for the sake of the generations to come which stand to gain or lose by our actions.

Goals - Where to go from here:

1. Continue support for ecologically appropriate forest management and wildfire mitigation.
2. Create and preserve additional “green space” within the city; expanding public space, wildlife habitat, and ecological stability.
3. Continue to educate the public about the importance of a healthy forest system, and develop increased public participation.

Tactics - How to get there:

- 1. Ecological forest management (“ecoforestry”) (Addressed in Comprehensive Plan)
 - Work with the Forest Service and continue efforts to reduce the wildfire threat in the watershed (City Council Goal 2005-7)
 - Implement Ashland Forest Resiliency Community Alternative (City Council Goal 2005-7)
 - Continue Community Wildfire Protection Plan (City Council Goal 2005-7)
 - Practice and promote responsible thinning and fuels reduction practices.
 - Develop Urban Forestry Plan (City Council Goal 05-07)
 - Restore natural diversity to the extent possible within the urban boundary
 - Implement ecoforestry and agroforestry techniques, for increased resilience and food security.
 - Protect tree, plant, and animal species integral to indigenous culture.
 - Incorporate additional recommendations from the Comprehensive Plan and City Council Goals
- 2. Protect and expand public green space including the Urban Forest (Addressed in Comprehensive Plan)
 - Ashland Trails Master Plan (City Council Goal 2005-7)
 - Increase the amount of green space within the city limits
 - Parks, ponds, natural areas, demonstration sites, etc.
 - Establish Ashland Open Space Trust (City Council Goal 2005-7)
 - Continue commitment to earn a “Tree City USA” designation annually
 - Incorporate additional recommendations from the Comprehensive Plan and City Council Goals
- 3. Healthy maintenance – Organic compliance (Addressed in Comprehensive Plan)
 - Eliminate the use of chemical herbicides, pesticides, fungicides, and fertilizers in parks and city owned lands, and public schools (Revise Municipal Code 9.28).
- 4. Education & outreach
 - Expand classes and resources, fuels reduction for landowners, ecological management, and best practices for landowners.
 - Create learning opportunities forest products and use
 - Wood crafts, wildcrafted plants and herbs, and building with natural materials
 - Promote businesses that employ the above methods.

LOCAL RESOURCES

- 1.
 - Ashland Forest Lands Commission
 - Forest Management Plan
 - US Forest Service, Ashland Ranger District
 - Lomakatsi Restoration Project www.lomakatsi.org/
 - Ashland Tree Commission
 - Headwaters www.headwaters.org
 - KS Wild www.kswild.org
 - Tom Ward, Andy Fischer

- 2.
 - Ashland Trails Master Plan
 - Ashland Parks and Recreation Department
- 3.
 - Organic Landscapers
 - Wilderness Charter School
 - Siskiyou Permaculture Resources Group (SPRG)
- 4.
 - Ashland Parks and Recreation Department
 - Ashland Parks Commission
 - KS Wild www.kswild.org
 - Lithia Artisans Guild

MODELS

- 1.
 - Macphail Woods Ecological Forestry Project, B.C., Canada www.macphailwoods.org/
 - Tree People, Los Angeles, CA www.treepeople.org/
 - Urban Forest Ecosystems Institute www.ufe.org/
- 2.
 - Tree People, Los Angeles, CA www.treepeople.org/

TRANSIT

Where we're at:

Ashland is well set up for sustainable transit and mobility, and actively promotes it. Ashland's Comprehensive Plan details ways to reduce vehicle use and facilitate walking and biking. The Bike and Pedestrian Commission is a unique feature that plays a key role in such efforts. We're a "pedestrian friendly" city that is compactly designed – homes are within easy walking and biking distance from basic services. Ashland offsets the cost of bus service to make this service free within City limits. Our bike path system is well developed with plans for expansion and improved maintenance. Events such as the Bike Swap and Car Free Day promote non-fuel transit in a positive and fun way. However, bus service is limited to weekdays with only 2 routes and limited service hours and frequency. Public transit to other areas - such as light rail or passenger bus – is difficult to access and located outside the City. The average household is said to make 9 car trips per day – largely single rider trips. Parking availability is becoming problematic in the downtown area and local stores, a symptom of vehicle overuse. Public school students and families seem to prefer single car trips over taking a bus, walking or biking, Citizens complain of city vehicles idling on streets and in parks.

Goals - Where to go from here:

1. Maintain and extend plans for walkable, bikeable communities
2. Support non-fuel transit options
3. Develop infrastructure for cleaner fuels and regional public transit

Tactics - How to get there:

- 1. Design for a “Walkable City” (Addressed in Comprehensive Plan)
 - Develop a comprehensive public transportation, traffic, and parking plan to reduce pollution, congestion, and improve quality of life (City Council Goal 2005-7).
 - Greatly reduce automobile use and single rider trips. Average 2 riders per car trip throughout City.
 - Establish car pool via City website
 - Improve and promote public transportation system.
 - Expand bus service in evenings and/or weekends. (City Council Goal 2005-7)
 - Identify reasons for under use
 - Expand Ashland Trails Master Plan
 - Incorporate additional recommendations from the Comprehensive Plan, City Council Goals and relevant Commissions
- 2. Support non-fossil fuel transportation
 - Encourage bicycle transportation
 - Expand bike paths as proposed and planned
 - Continue to sponsor bike clinics, races, and events
 - Sponsor monthly “Car Free Day” – extend this popular annual event
 - Continue to encourage biking, walking, and using public transit.
 - Follow through on proposal to convert city vehicles to cleaner, more renewable fuels.
 - Biofuels, electric, hydrogen, etc.
 - Provide incentives for fuel efficient vehicle owners
 - Implement proposal for “efficient vehicle only” parking, etc.
 - Incorporate additional recommendations from the Comprehensive Plan and City Council Goals
- 3. Infrastructure development
 - Require local businesses to recycle biofuels
 - High oil, carbohydrate, and cellulose waste products, i.e., vegetable oils, food scraps, paper and pulp waste.
 - Assess potential cropland for biofuels, set aside as for food farmland
 - Promote the regional development of a light rail system, for transportation and shipping.
 - Identify and acquire land for transit station (City Council Goal 2005-7)
 - Incorporate additional recommendations from the Comprehensive Plan, City Council Goals and relevant Commissions
- See, “HOUSING”, “ENERGY”, “COMMUNITY”

LOCAL RESOURCES

- 1.
 - [Bicycle & Pedestrian Commission](#)
 - Traffic Commission
 - [Planning Commission](#)
 - Public Works Department
 - Rogue Valley Transportation District
 - Ashland Trails Master Plan
 - Downtown Planning process
- 2.
 - City of Ashland Car Free Day Proclamation www.ashland.or.us/Page.asp?NavID=8832
 - [Bicycle & Pedestrian Commission](#)
- 3.
 - City of Ashland Fats, Oils, and Grease (FOG) www.ashland.or.us/Page.asp?NavID=8493
 - Standing Stone Brewing – offers spent cooking oil for biodiesel

- Southern Oregon Commuter Rail Study www.rvmpo.org/SectionIndex.asp?SectionID=11
- Ashland Railroad Property Master Plan www.hdrinc.com/13/38/1/default.aspx?projectID=365

MODELS

- 1.
 - Smart Communities Network: Sustainable Transportation www.smartcommunities.ncat.org/transprt/trintro.shtml
 - Transportation for a Livable City, San Francisco www.livablecity.org/about.html
 - The Path to a Livable City, 40 – year plan www.livablecity.org/resources/tlc_path.pdf
- 2.
 - City of Davis, CA Comprehensive Bicycle Plan www.city.davis.ca.us/pw/pdfs/01bikeplan-images.pdf
 - “Car Free Days Bring Quiet to Communities” news.nationalgeographic.com/news/2006/03/0329_060329_cars.html
 - FreedomCAR and Vehicle Technologies Program www1.eere.energy.gov/vehiclesandfuels/
 - European Mobility Week – International Car Free Day www.mobilityweek-europe.org/
 - Tax Incentives for Fuel-Efficient Vehicle Owners www.fueleconomy.gov/feg/tax_afv.shtml
- 3.
 - Smart Communities Network: Key Transportation Planning Principles www.smartcommunities.ncat.org/transprt/trkey.shtml

WASTE REDUCTION, COMPOSTING & RECYCLING

Where we're at:

Jackson County SMART program and Rogue Waste Systems offer good public education materials on waste reduction and reuse or donation of unwanted items. Ashland offers recycling and yard waste composting as part of its residential and commercial service, and composts pre-consumer food waste from businesses. Larger items are accepted at the Valley View Transfer Station and regional biofuel facilities, and items such as florescent lights and paint are recycled through special initiatives. Our city has banned the use of Styrofoam take-out packaging. The Valley View Transfer station offers 2 free “chipper days” and sells compost made of consumer yard debris, representing an ecologically positive, closed loop system for these materials. However, our potential for waste reduction is far greater.

Packaging remains a major waste generator – representing 50% of trash nationwide. Take-out facilities are still permitted to use non-recyclable, non-compostable containers and eating ware. Local stores and newspapers use countless petroleum-based plastic bags. Though plastic bags are recyclable locally if clean, they become contaminated through use, or in the recycling receptacles, left unfit for recycling. We are also underutilizing our potential for recycling, composting and reusing materials to avoid the resource-intensive recycling process. Recycling bins are not placed in public spaces (parks, streets, shopping centers), and renters cannot get their own bins without going through landlords or paying a deposit. Commercial green waste participation is limited. Plastics other than bottles cannot be recycled, nor can Styrofoam packaging, and post-consumer food waste cannot be composted. Local stores throw out hundreds of pounds of good food that could be rerouted to food bank programs. Recycling must be transported hundreds of miles, making this a resource intensive process.

Goals - Where to go from here:

1. Prioritize intensive waste-stream reduction (25%?)
2. Meet a 70% recycling, composting and reduction rate (70% landfill diversion) through improved infrastructure

3. Increase public education

Tactics - How to get there:

- 1. Shrink the waste stream (by 10%? 25? 50%?)
 - Enforce strict waste reduction protocol for businesses
 - Reward businesses for improvements in waste and packaging-reduction, materials reuse, and zero-waste creation systems. Ban the use of non-biodegradable plastic shopping bags (vis a vis Municipal Code chapter 9.20)
 - Require Ashland Sanitary Service to reduce the size of garbage cans, or charge a “per-bag” fee for trash collected.
 - Revise health code to allow customers to bring own containers for take out
 - Implement composting for post-consumer food waste
 - Incorporate trash, recycling and composting as a municipal utility rather than a for-profit service, leading to expanded recycling. Alternately, require hauler to handle these (Expanded recycling = City Council Goal 2005-7) (Revise Municipal Code Chapter 9.22)
 - Consider free recycling pickup, with increased garbage rates to offset costs.
 - Purchase only 100% recycled non-chlorine bleached or tree-free office paper and related supplies for City use
 - Greatly expand drinking fountain locations city-wide, functioning year-round, to reduce plastic water-bottle use.
 - Incorporate additional recommendations from the Comprehensive Plan, City Council Goals and Conservation Commission Goals
- 2. Meet a 70% or better recycling/composting rate through improved infrastructure
 - Improve regional recycling infrastructure
 - Install recycling bins downtown, at bus stops, in shopping centers and in city parks. Expand throughout city to include everywhere there is an existing municipal garbage can.
 - Develop a regional recycling processing plant.
 - Establish recycling center as pick up location for reusable materials (“Resource Recovery Site”)
 - Create a community resource sharing bulletin board. For rarely used but expensive items.
 - Revise municipal composting system
 - Exchange compost for yard waste at no additional cost above trash bill
 - Promote FreBa and Ashland Freecycle to encourage sharing of excess - link to City website
- 3. Intensive education.
 - Print waste reduction information on City website and on the back of every trash bill.
 - Sponsor SMART’s efforts around education and increasing program participation
 - Expand composting classes, locations, and frequency
 - Continue to offer free or reduce price free composting/worm bins, extend to all residents for a nominal addition to trash bill.
- See, “BUSINESS”, “ENERGY”, “FOOD”

LOCAL RESOURCES

- 1.
 - Ashland Green Business Program
 - Conservation Commission
 - Ashland Sanitary & Recycling Service
 - Solid Waste Recovery and Green Waste Program www.ashland.or.us/Page.asp?NavID=1116
- 2.
 - Ashland Sanitary & Recycling Service
 - FreBa freba.projecta.com/

- Ashland Freecycle finance.groups.yahoo.com/group/AshlandORFreecycle/
- 3.
 - Ashland Recycling Center, composting classes
 - SMART (Saving Money and Resources Together) – Paige Prewett

MODELS

- 1.
 - Waste to Wealth: Zero Waste Planning www.ilsr.org/recycling/zerowaste/index.html
 - Zero Waste California www.zerowaste.ca.gov/
 - Zero Waste Resolution, Oakland, CA www.newrules.org/environment/zerowasteoakland.html
 - Smart Communities Network: Materials Efficiency Strategies
www.smartcommunities.ncat.org/efficiency/materials/mestrat.shtml
- 2.
 - San Mateo County RecycleWorks www.recycleworks.org/index.html
 - San Francisco's Organic Composting Program
 - www.sfreycling.com/sfcomposting.htm
 - www.ggra.org/news.asp?newsid=5695&menuid=1248&submenuid=1794
 - Freecycle www.freecycle.org/

EDUCATION

Where we're at:

Through the careful transmission of knowledge throughout many generations, the indigenous people of North America existed in great numbers and for thousands of years without disrupting the fragile ecosystems on which they relied. The continuation of their culture and its resource base was ensured by carefully educating their children. Our children are the future - as the saying goes. If the children of this planet are to inherit a peaceful, promising, and sustainable world, they'll have to learn to do things differently than the generations that have come before them. That said, much work has been done in recent decades to develop curricula that teach children of their individual importance, connection, and contribution to the well-being of the planet. By becoming "eco-literate", that is, by understanding through direct experience the complex ecosystems in which they live, children will make sound choices in the management and continuation of our local culture, as well as our environment.

Ashland is renowned for its excellent public school system, continually exceeding state standards in every area. Numerous environmental and alternative programs and curricula have been established, especially at AMS and AHS, with the Wilderness Charter School, Willow Wind, and the John Muir School being most notable. Still, there is much to improve. Our school lunch system, at present, offers few nutritious menu items. Almost all foods served in our schools are products of industrial agriculture, grown with harmful chemical pesticides, herbicides, and petroleum-based fertilizers. Additionally, almost none of it is grown or produced within 100 miles of the Rogue Valley. Lunch-time, as Bay Area schools are learning, can serve as a very important teacher. If children build relationships to the local farms that produce their food, they are much more likely to eat well, and as science has long known: a healthy diet contributes to learning and personal growth. A local school lunch system, because it provides an accessible, real-world context, can be an excellent tool for teaching almost any subject: be it mathematics, biology, nutrition, or ethics.

Goals - Where to go from here:

1. Facilitate the ecological literacy of our children, through curriculum development and opportunities through the school system.
2. Use the school lunch system as an important and multifunctional tool to improve the health of our children, create

experiential learning opportunity, strengthen the local economy, and cut the waste stream created by the traditional lunch system model.

Tactics - How to get there:

- 1. Ecological Literacy
 - Develop an “eco-literacy” curriculum for K-12, seeking to enhance and deepen children’s relationship to, understanding, and care of, the Klamath-Siskiyou/Rogue Valley bioregion.
 - Incorporated into all subjects.
 - Dealing with environmental ethics, responsibility, and practices for positive change.
 - Encourage participation and interaction with the local bioregion, local waste stream and energy cycles, and local politics.
- 2. Rethink School Lunch – purchase local, organic food
 - Support the health and well-being of our children, thus improving learning and performance.
 - Incorporate into the “Wellness Policy” as required by the “No Child Left Behind Act”
 - Use school lunch as an opportunity to learn biology, nutrition, mathematics, ethics, watersheds, etc.
 - To strengthen local economy through local farmers and growers.
 - To reduce the environmental impacts of the school lunch system.
 - Establish vegetable and fruit gardens at all local schools.
- See “FOOD”, “WATERSHED”

LOCAL RESOURCES

- 1.
 - Wilderness Charter School www.ashland.k12.or.us/SectionIndex.asp?SectionID=59
 - Willow Wind Community Learning Center www.ashland.k12.or.us/SectionIndex.asp?SectionID=49
 - The Siskiyou School (Waldorf Education) passport2ashland.com/article_1585.html
 - John Muir School www.ashland.k12.or.us/SectionIndex.asp?SectionID=64

MODELS

- 1.
 - Center for Ecoliteracy www.ecoliteracy.org/
 - Education for Sustainability www.ecoliteracy.org/education/sustainability.html
 - Resources <http://www.ecoliteracy.org/resources/index.html>
 - The Cloud Institute for Sustainability Education www.sustainabilityed.org/
 - Education for Sustainability www.sustainabilityed.org/what/education_for_sustainability/index.html
 - STRAW – Students and Teachers Restoring a Watershed www.bay.org/watershed_education.htm
- 2.
 - CEL’s Rethinking School Lunch www.ecoliteracy.org/programs/rsl.html
 - Thinking Outside the Lunchbox www.ecoliteracy.org/programs/thinking_outside.html
 - The School Lunch Initiative, Berkeley, CA www.school lunchinitiative.org/
 - The Edible Schoolyard www.edibleschoolyard.org/

ECONOMIC VITALITY

Where we’re at:

Ashland’s comprehensive Plan skillfully addresses projected job needs and plans to realize such goals. Ashland is home

to thriving local businesses, service providers and artisans that meet a diversity of needs – practically all of our needs. We have a strong Chamber of Commerce that is supported in part by City special taxes. Our Conservation Division runs a Green Business program to help businesses implement conservation and sustainability programs. However, local businesses face difficulty competing with larger, non-local businesses. Most banking is overseen by outside conglomerates. Most of the goods sold locally are sourced from hundreds or thousands of miles away. Participation in the Green Business program is limited – as is its promotion. Local jobs do not pay enough for young families of new hires to meet the costs of buying a home and settling into the community.

Goals - Where to go from here:

1. Support green business practices through baseline requirements and expanding Ashland's Green Business Program
2. Promote local banking
3. Expand support for local businesses and networking
4. Support the creation of wage-appropriate jobs

Tactics - How to get there:

- 1. Sustainable Business
 - Establish strict energy efficiency, water and air quality, waste reduction, recycling, composting, and chemical use standards.
 - Expand Green business program to cover more broad-based areas with improved definition of baseline and exceptional practices. Expand promotion and ongoing networking opportunities.
 - Facilitate business-business networking, leading to such things as buying co-ops to make ecological procurement of raw and bulk materials affordable, and local and regional product and byproduct purchasing and trading.
- 2. Local Banking and Currency
 - Establish incentives for local and regional banking.
 - Promote local use of alternative currencies - bartering, vouchers
 - Establish Local Exchange Trading Systems (LETS), and/or a currency similar to Ithaca Hours.
- 3. Local Economics
 - Expand support for local businesses and artisans - Pass resolution for preferable purchasing of local goods and services by City government and operations
 - Publish free local business guide beyond Chamber members – fund with portion of food/beverage tax.
 - Organize quarterly business-business networking to link buyers and sellers
- 4. Support the creation of wage-appropriate jobs
 - Establish grants for workforce housing
 - Update living wage ordinance to include all City businesses above a certain size.
 - Work with Chamber to develop benefits programs for small businesses
- See “FOOD”, “HOUSING/BUILDING”

LOCAL RESOURCES

- 1.
 - Ashland Green Business Program
 - Ashland Chamber of Commerce
 - Economic Sustainability Committee
 - Conservation Commission
 - Rogue Valley SMART Program www.roguesmart.org/index.html
 - Ashland Food Co-Op www.ashlandfood.coop/
- 2.
 - Rogue Federal Credit Union www.roguefcu.org/ASP/home.asp

- 3.
 - Rogue Flavor www.rogueflavor.org
 - The Green Book Directory of Business With Heart www.bizwithheart.com/listing/index.cfm/M

MODELS

- 1.
 - Smart Communities Network: Sustainable Business www.smartcommunities.ncat.org/business/buintro.shtml
 - Business Alliance for Local Living Economies www.livingeconomies.org/
- 2.
 - Local Exchange Trading Systems (LETS), Wikipedia Article en.wikipedia.org/wiki/LETS
 - Ithaca Hours - Ithaca, NY www.ithacahours.org/
- 3.
 - Willits, CA Economic Localization Project www.willitseconomiclocalization.org/
 - Other Communities Localizing www.willitseconomiclocalization.org/OtherCommsLoc.htm
 - Sustainable Communities Network: Growing a Sustainable Economy www.sustainable.org/economy/econ_index.html
 - California Green Party: Community-Based Sustainable Economics www.cagreens.org/platform/economy.htm

PUBLIC HEALTH

Need to find informed people to write this section