

**City of Ashland
DRAFT Values Statement**

Original Transcript	Proposed Council Values Statement	Proposed Citizen Edits Please provide all edits/comments in this column.
<ul style="list-style-type: none"> • Fiscal Responsibility • Citizen Responsiveness • Transparency • Strong Infrastructure • Citizen Involvement • Social Equity • Environmental Stewardship • Resource Conservation • Demographic Sustainability • Excellence • Healthy Economy • Civic Pride • Dependability • Effectiveness • Education • Cultural Robustness • Safety / Security / Peace of Mind • Mutual Respect • Aesthetic Beauty • Civil Liberties / Free Speech • Golden Rule • Participatory Democracy • Self Reliance • Innovation Leading edge • Self Confidence • Strong sense of Place / 	<p>As members of the Ashland City Council, we value:</p> <p>Good Government: We value transparent government that is honest and responsive. We value strong, creative leadership by elected officials and public service by professional staff. We value excellent public service and view ourselves as stewards of public resources. We value active, intelligent, respectful citizen involvement, and we treasure volunteerism in government and community.</p> <p style="text-align: center;">Proposed Alternative from Councilor Voisin: <i>Democratic government: We value transparent government that is open, visible, honest and engaging. We value creative, responsive leadership from elected officials and professional staff. We value public service as being stewards of public and natural resources. We value active, respectful citizen involvement as volunteers on commissions/committees and in the wider community.</i></p> <p>Natural Environment. We value the beauty and quality of our natural environment. We are committed to enhancing the quality of our air, water, land, open space, and wildlife habitat. We treasure our parks, natural areas and recreational opportunities.</p> <p style="text-align: center;">Proposed Alternative from Councilor Voisin: <i>Nature’s community: We value the complexity of nature. We value the heritage of sustaining that complexity to include restoring air and water quality, to protecting land, open space, and wildlife habitats</i></p>	<p>Good Government</p> <p>Natural Environment</p>

<p>Identify</p> <ul style="list-style-type: none"> • Home grown business • Honesty / Truthfulness 	<p><i>within our jurisdiction. We are obligated to maintaining parks and natural areas while providing environmentally friendly recreational opportunities.</i></p> <p>Responsible Land Use. We value development that makes efficient use of land, water and energy, maintains our architectural heritage, protects our strong relationship to nature, and emphasizes high quality design. We value a healthy, active downtown and central park. We value strong neighborhoods and efficient public infrastructure and public services. We value development that prioritizes transit, bicycling, and walking.</p> <p>Proposed Alternative from Councilor Voisin: <i>Responsible land use: We value development that contributes to the aesthetic beauty of our community by maintaining our architectural heritage and that brings “green” and quality design to our neighborhoods. We value conservative water and energy use by our citizens. We value public transit, bicycling, and walking while diminishing the use of the automobile.</i></p> <p>Free Expression. We value a creative climate that invites an open exchange of diverse ideas. We value the social, economic, and creative contributions of the arts, cultural activities, and community events.</p> <p>Diversity. We are a welcoming community that invites and respects the individuality and contributions of all people.</p> <p>Economy. We value a business community that is attuned with our environmental and social aspirations. We value an economy that capitalizes on community assets and allows our homegrown entrepreneurs to succeed. We value an economy that creates community wealth, supports arts and culture, connects to Southern Oregon University, and supports high quality public services. We value a diverse economy that provides employment and economic choices for individuals</p>	<p>Responsible Land Use</p> <p>Free Expression</p> <p>Diversity</p> <p>Economy</p>
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and families.

Proposed Alternative from Councilor Voisin:
Economy: We value a business community that respects its relationship to the environment and that demonstrates a commitment to diversity. We value a local economy that thrives on doing business with one another. We value Southern Oregon University's contributions to educating our workforce. We believe in a living wage and workforce housing for our community.

Independence. We value our ability to be innovative, to set our own course, to provide public services, and to meet residents' basic needs.

NOTE: Councilor Jackson suggests deleting the "to meet residents' basic needs" phrase.

Education. We value lifelong education. We value the social, economic, cultural, and civic contributions of strong, integrated educational institutions.

Personal Well Being. We believe all people seek physical, mental, and emotional well-being. We believe each person needs adequate food, clothing, housing, transportation, health care and personal safety.

Sense of Community. We believe Ashland is a unique and special place. We value strong neighborhoods, families, and communities of interest where residents participate in community life and feel a strong sense of belonging.

Proposed Alternative from Councilor Voisin to replace Diversity, Independence, Education, Personal Well Being and Sense of Community statements:
Civil community: We believe that Ashland is a unique and special place because its citizens care for one another and for the environment that supports our life together. We value

Independence

Education

Personal Well Being

Sense of Community

	<p><i>independence that respects civil liberties, the golden rule, and the “otherness” of one’s neighbor. We value lifelong education for all our citizens. We believe that each person has a right to adequate food, clothing, housing , transportation, health care and personal safety</i></p>	
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**City of Ashland
DRAFT Vision Statement**

Original Transcript	Proposed Vision Statement	Proposed Citizen Edits Please provide all edits/comments in this column.
<ul style="list-style-type: none"> • Striking harmony with our relationship to the natural environment. • We will look & feel a lot like we do now, or even better, like we did 10 years ago – more bikes, fewer cars, and more pedestrians. • A place where the City of Ashland is an employer of choice • A place where families with children can live & work • Children can walk to neighborhood schools • Thriving economic diversity • Year –round economy • Visiting Ashland is a tradition • Sustainable population • Solar panels, community gardens, grazing lands, green roofs • A city government that responsive, flexible • Passenger rail • Easier to deal with - local regulations • Involved citizenry – tolerance for diversity • Volunteerism • Vibrant downtown – that appeals as much to locals as visitors • Interactive neighborhoods • Locals & visitors interact well • An abundance of affordable housing for all income groups 	<p>Ashland is a strikingly beautiful town, perched on the Siskiyou Mountains. Ashland is a small, safe, and welcoming with the urban amenities of a university town and a center for world-class outdoor recreation and performing and visual arts.</p> <p>Ashland has vibrant neighborhoods. Young singles, families, children, and seniors live in diverse housing types throughout the town. People know their neighbors, and they work together to care for each other. Children walk and bicycle to their neighborhood schools, and Ashland’s school system is one of the best in the nation. Every resident can find shopping, recreation, and open space within an easy walk from their homes.</p> <p>Ashland’s residents treasure the natural environment. Salmon spawn in Ashland’s creeks. Solar panels blink from rooftops, community gardens dot the parks, drought tolerant plants grace yards, parks and open spaces. The community cleans and re-uses its stormwater and effluent so no drop is wasted in this high desert town. It is as easy to walk and bike in Ashland as it is to drive. Ashland is connected to the Rogue Valley and the entire West coast through strong transit and rail systems. Population growth is aggressively managed, making efficient use of land and ensuring the community is vibrant.</p> <p>Residents and visitors share Ashland’s lively downtown. Ashland is eclectic and funky, and peoples’ differences are treasured, not just tolerated. Visitors return to Ashland year after year to refresh themselves, to hike, bike, and ski, to learn, and to experience the performing and visual arts. Community events and festivals allow locals, regional residents, and visitors to share music, food, and ideas.</p>	

<ul style="list-style-type: none"> • Desirable to live here without being too exclusive • Not a tacky tourist town • Edgy but safe • Vibrant integration of city & university • Protection of basic city services • Continued investments in parks • People are more connected with Ashland's history • You can (including children) move around town safely • More public transportation less reliance on cars • Distinctive business districts • Developing multiple centers • Distinctive partner in the region • Financially secure independent of economic cycles 	<p>Ashland supports businesses that are committed to family-wage jobs and Ashland's environmental ethic. The business community has a strong working relationship with Southern Oregon University, and university graduates find ample, rewarding employment in Ashland and the region. Small businesses thrive, and entrepreneurs choose to start and grow their businesses here.</p> <p>A wilderness is a short hike away from the downtown plaza. Ashland's forests are healthy and managed to support the unique habitat of the Siskiyou Mountains, support recreation, provide clean drinking water, and ensure Ashland is safe from forest fire.</p> <p>The City of Ashland is respected in Oregon and the region as an innovative, effective, efficient, and well run municipal government. The City is well connected to its citizens, and is responsive to citizen and business needs. The City is an employer of choice to high quality professionals who have chosen public service as a career.</p>	
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