



Council Business Meeting

September 19, 2023

Agenda Item	Oregon Department of Land Conservation and Development (DLCD) Technical Assistance Grant Application	
From	Brandon Goldman	Community Development Director
Contact	brandon.goldman@ashland.or.us 541-552-2076	
Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input checked="" type="checkbox"/> Presentation <input type="checkbox"/>	

SUMMARY

Staff is requesting authorization to prepare and submit an application requesting a planning grant from the Department of Land Conservation and Development to hire a consultant to assist the City in drafting an updated Economic Opportunity Analysis.

POLICIES, PLANS & GOALS SUPPORTED

Oregon Administrative Rules [660-009-0015](#)

Ashland Comprehensive Plan Economic Element:

Goal: GOAL (7.07.03) To ensure that the local economy increases in its health, and diversifies in the number, type, and size of businesses consistent with the local social needs, public service capabilities, and the retention of a high quality environment.

BACKGROUND AND ADDITIONAL INFORMATION

Oregon Department of Land Conservation and Development (DLCD) provides funding for the purpose of providing technical assistance to local governments to update comprehensive plans, update local ordinances, and fund other planning compliance projects. Grants must align with the Grant Allocation Plan by DLCD that lists Economic Development as a priority for funding.

The principal purpose of an Economic Opportunities Analysis is to reconcile estimates of future employment land demand with existing inventories of vacant and redevelopable employment land within their Urban Growth Boundary (UGB). This assessment can assist in ensuring a City provides for an adequate land supply for economic development and employment growth. An EOA includes analysis of local and regional economic trends, evaluation of the community's opportunities and barriers to economic growth, and a determination of the types and amounts of land and infrastructure needed to support expected employment. The City of Ashland's Economic Opportunity Analysis (EOA) was adopted in 2007 and is both out of date, and no longer accurate in its projections. Recognizing that the 2007 EOA has become increasingly outdated and no longer accurately reflects current economic, the City Council has taken a proactive step by directing its staff to initiate the much-needed update of the 2007 Economic Opportunity Analysis (EOA). The City Council has allocated budget resources for the procurement of professional services to undertake this effort.

Ashland has been fortunate to be the recipient of both 2019-21, and 2022-2023 planning assistance grants from DCLD which allowed the City to work with a consultant to update Ashland's Housing Capacity Analysis and to





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develop Ashland's Housing Production Strategy. In 2019 the City of Ashland completed a Buildable Lands Inventory (BLI) which quantifies vacant and redevelopable lands suitable for residential and employment growth. These adopted reports provide demographic data, and a land supply inventory, to inform an update to Ashland's Economic Opportunity Analysis to forecast which industries and services will thrive in an area, and how best we can use land within our urban growth boundary (UGB).

Upon the Council's direction, the Community Development Department will request a technical assistance grant funding through the DLCD General Grant Fund Program grant to hire an economic consultant to assist the City developing an Economic Opportunities Analysis (EOA) and prepare a hearings-ready draft EOA as described in [OAR 660-009-0015](#). An EOA includes analysis of local and regional economic trends, evaluation of the community's opportunities and barriers to economic growth, and a determination of the types and amounts of land and infrastructure needed to support expected employment. implementing an action identified and prioritized by DLCD and City Council.

FISCAL IMPACTS

The City is not required to provide any matching funds for this grant application; however, City staff will work with the consultant to support the progress of this activity through the public engagement process as needed. The City Council budgeted \$70,000 in 2023-2025 Biennial Budget to complete an Economic Opportunities Analysis in the coming year. Should the City receive a DLCD grant as part of the competitive award process, this award could either reduce or eliminate the need for the City to expend general funds on this activity.

DISCUSSION QUESTIONS

Not Applicable

SUGGESTED NEXT STEPS

Staff recommends that the Council authorize staff to prepare and submit an application for a planning grant from the Department of Land Conservation and Development to hire a consultant to assist the City in drafting an Economic Opportunity Analysis.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

I move to authorize staff to prepare and submit an application for a planning grant from the Department of Land Conservation and Development to hire a consultant to assist the City in drafting an Economic Opportunity Analysis.

REFERENCES & ATTACHMENTS

Attachment 1: Draft Council Letter of Support



September 30, 2023

Gordon Howard, Community Services Division Manager
Department of Land Conservation and Development
General Fund Grant Program
635 Capitol Street NE, Suite 150
Salem, Oregon 97301-2540

Re: DLCD Technical Assistance Grant Application

Dear Mr. Howard,

I would like to take this opportunity to express the Ashland City Council's support for the City of Ashland's 2023-2025 Technical Assistance grant application to the Department of Land Conservation and Development. The application aims to update the City's Economic Opportunity Analysis (EOA) document. The last EOA that was created for the City of Ashland was completed and adopted in 2007. This document is both out of date, and no longer accurate in its current projections. City of Ashland wishes to update the EOA to project economic development and needs into the future more accurately.

The allocation of funds from the Oregon Legislature to the Department of Land Conservation and Development (DLCD) with the aim of offering technical support to local governments is in line with our mutual objectives of boosting economic growth, enhancing resilience, and advancing diversity, equity, and inclusion within the community. This aligns with Goals 1, 2, and 9 of Oregon's Statewide Land Use Planning Goals, furthering our commitment to these important objectives.

The City of Ashland has taken significant steps to bolster its data and demographic resources to support the Economic Opportunity Analysis. Notably, in 2019, the city completed a Buildable Lands Inventory (BLI). Furthermore, we were fortunate to secure planning assistance grants from DLCD in both 2019-21 and 2022-2023. These grants facilitated collaboration with a consultant to update Ashland's Housing Capacity Analysis and formulate the Housing Production Strategy. Our community is now well-prepared to sustain the momentum and complete the needed update of our Economic Opportunity Analysis. The grant funds will be directed toward enlisting consultant support in developing the Economic Opportunity Analysis, thereby advancing the City of Ashland's long-term economic development in compliance with State of Oregon goals.

Thank you for your consideration,

Mayor Tonya Graham, City of Ashland

Date

Office of the Mayor, City of Ashland

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