



# Council Business Meeting

November 7, 2023

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|--------------------|---|-------|
| <b>Agenda Item</b> | Scope of Work for Homelessness Masterplan   |       |
| <b>From</b>        | Tonya Graham  | Mayor |
| <b>Contact</b>     | <a href="mailto:tonya@council.ashland.or.us">tonya@council.ashland.or.us</a>  |       |
| <b>Item Type</b>   | Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input type="checkbox"/> Presentation <input type="checkbox"/><br>Consent <input type="checkbox"/> Public Hearing <input type="checkbox"/> New Business <input type="checkbox"/> Old Business <input checked="" type="checkbox"/> |       |

## **SUMMARY**

The City Council asks the Housing and Human Services Advisory Committee to prepare a draft master plan to guide the City of Ashland’s investment in homelessness services.

The committee (probably through a sub-committee) should conduct its work openly and with broad stakeholder participation. The committee should present its recommendations to the Council by June 2024, with an interim report in the spring of 2024 to report on their findings regarding:

- the scope of the problem in Ashland
- a map of the efforts of the Jackson County Continuum of Care and Ashland community organizations
- gaps and shortcomings along the range of services and resources needed for unhoused residents of Ashland

Council liaisons will update the council monthly until then and report feedback to the committee.

The committee should summarize the Ashland community’s current approach and characterize the general degree of effectiveness of those efforts using a Strengths, Weaknesses, Opportunities, Challenges (SWOT) framework.

Understanding that the City of Ashland has limited resources to invest in homelessness services, the Committee will build on the SWOT analysis in developing a master plan that identifies the most strategic and catalytic opportunities for City action, and the scope and type of action needed. The plan may identify or recommend new sources of funding, as appropriate. This master plan is intended to guide decisions about where to shift or focus current attention to maximize effectiveness. The plan should propose goals and metrics commensurate with the recommended level of effort and resources.

Once the final Master Plan has been adopted by the Ashland City Council, the Council will take up the process of developing a site plan for the property at 2200 Ashland Street.

