

# Council Business Meeting

June 21, 2022

<b>Agenda Item</b>	Adoption of City of Ashland vision and values statements	
<b>From</b>	Joseph Lessard	City Manager
<b>Contact</b>	joe.lessard@ashland.or.us	

## **SUMMARY**

The City staff presented vision and values statements to the City Council at its June 14, 2022, Special Called City Council Meeting (see attached). This action is to adopt proposed statements as the City of Ashland Vision and Values for the 2022-25 fiscal years. The adopted statements will act as a guide for City operations and future decision making, including for any City customer service initiatives.

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

I move to adopt the proposed City Vision and Values statements for the City of Ashland.

## **STAFF RECOMMENDATION**

City staff recommends the City adopt the attached City of Ashland Vision and Values statements.

## **FISCAL IMPACTS**

There are no programmatic fiscal impacts for the recommended action.

Copies of the vision and values will be printed and posted in City departments, including in public access areas. A limited number of poster board printings (approx. 2 ft. x 3 ft.) for public areas of City facilities may be produced at an approximate cost of \$35 each. Printing and poster costs will be covered within adopted departmental budgets.

## **REFERENCES & ATTACHMENTS**

Attached are proposed vision and values statements for the City of Ashland Attachment 1. Resolution.

## Strategic Choices – Vision for Success – Mayor & City Council Ballot Results

- *Ashland is a resilient, sustainable community that lives within its means and maintains the distinctive quality of place for which it is known.*
- *We will continue to be a unique and caring city that stresses environmental conservation, fosters artistic expression, and is open to new ideas and innovation.*
- *We will plan and direct our efforts to fulfill this Vision for the long-term with a constant view toward being an open, welcoming community for all with a positive economic future.*



# Strategic Choices – Values for Success – Mayor & City Council Ballot Results

## *Values that support the Vision:*

- **Community**
  - Community affordability, including in available housing and childcare
  - Belonging through mutual respect and openness, inclusion, and equity
  - Quality of life that underpins the city's economic vibrancy
  - Environment resilience, including addressing climate change and ecosystem conservation
  - Regional cooperation, including in support for public safety and homelessness



# Strategic Choices – Values for Success – Mayor & City Council Ballot Results

## *Values that support the Vision:*

- **Organization**
  - Respect for the citizens we serve, for each other, and for the work we do
  - Excellence in governance and city services
  - Sustainability through creativity, affordability and right sized service delivery
  - Public safety, including emergency preparedness for climate change risk
  - Quality infrastructure and facilities through timely maintenance and community investment

1 **RESOLUTION NO. 2022-19**

2 A RESOLUTION ADOPTING A LONG-TERM VISION AND VALUES FOR  
3 THE CITY OF ASHLAND

4 **RECITALS:**

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6 A. The City Council of the City of Ashland (City) believes it is important to establish a long-  
7 term vision that meets the aspirations of its citizens to help guide the continued success of the  
8 City; and

9 B. The City Council believes it is also important to state the values the City organization will  
10 adhere to in its efforts to achieve the long-term vision; and

11 C. The City Council wishes to promote awareness and appreciation of the City’s vision and  
12 values by its citizens and the city organization that serves them.

13 **NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ASHLAND, OREGON,  
14 RESOLVES AS FOLLOWS:**

15 SECTION 1. The long-term vision for the City of Ashland is as follows:

16 *Ashland is a resilient, sustainable community that lives within its means and maintains  
17 the distinctive quality of place for which it is known.*

18 *Ashland will continue to be a unique and caring city that stresses environmental  
19 conservation, fosters artistic expression, and is open to new ideas and innovation.*

20 *Ashland will plan and direct its efforts to fulfill this vision for the long-term with a  
21 constant view toward being an open, welcoming community for all with a positive  
22 economic future.*

23 SECTION 2. The values of the City of Ashland that support its long-term vision are as follows:

24 **Community:**

25 Community Affordability, including in available housing and childcare.

26 Belonging, through mutual respect and openness, inclusion, and equity.

27 Quality of Life, that underpins the city’s economic vibrancy.

28 Environment Resilience, including addressing climate change and ecosystem  
29 conservation.

30 Regional Cooperation, including in support for public safety and homelessness.

**Organization:**

Respect, for the citizens we serve, for each other, and for the work we do.

Excellence, in governance and city services.

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*Sustainability, through creativity, affordability, and right sized service delivery.*  
*Public Safety, including emergency preparedness for climate change risk.*  
*Quality, in infrastructure and facilities through timely maintenance and community investment.*

SECTION 3. This resolution is effective upon adoption.

ADOPTED by the City Council this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

ATTEST:

\_\_\_\_\_  
Melissa Huhtala, City Recorder

SIGNED and APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Julie Akins, Mayor

Reviewed as to form:

\_\_\_\_\_  
Katrina L. Brown, City Attorney