



Council Study Session Meeting Agenda

ASHLAND CITY COUNCIL

STUDY SESSION AGENDA

Monday, August 19, 2024

Council Chambers, 1175 E Main Street

Live stream via rvtv.sou.edu select RVTV Prime.

HELD HYBRID (In-Person or Zoom Meeting Access)

Public testimony will be accepted for both general public forum items and agenda items.

If you would like to submit **written testimony** or if you wish to **speak electronically** during the meeting, please complete the online [Public Testimony Form](#) no later than **10 a.m. the day of the meeting**.

5:30 p.m. Study Session

I. PUBLIC FORUM

15 minutes – Public input or comment on City business not included on the agenda

II. CITY COMMUNICATION PROTOCOL

a. City Communication- Protocols and Procedures Presentation

III. STRATEGIC PLANNING

a. Strategic Planning Initiative Presentation

IV. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Manager's office at 541.488.6002 (TTY phone number 1.800.735.2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

***Agendas and minutes for City of Ashland Council, Commission and Committee meetings may be found at the City website, ashlandoregon.gov.





Council Study Session

Date: August 19, 2024

Agenda Item	City Communication- Protocols and Procedures Presentation
From	Sabrina Cotta
Contact	sabrina.cotta@ashland.or.us

SUMMARY

There are several ways for both Council to communicate with staff and the public to communicate with staff. This presentation will highlight the process and opportunities for both.

POLICIES, PLANS & GOALS SUPPORTED

Respect for the citizens we serve, for each other and for the work we do.
Excellence in governance and City services.

BACKGROUND AND ADDITIONAL INFORMATION

The Interim City Manager has been asked to review how Council can communicate with staff as well as how the public can communicate with City staff.

Council/ Staff Communication:

- Council may reach out to Department Director's as needed including the City Manager as a cc for information purposes.
 1. This will allow for continued communication in a timely fashion with departments but also allow the City Manager to stay apprised of issues and questions that as they arise.
- If Council has a question for a staff member below the Department Director level please route your question to the appropriate Director, and they will route it to their staff as appropriate.
 1. This will allow Directors to be aware of questions and issues as well as keep an eye on staff workload.
- Staff will respond to all questions coming from Mayor or Council with a bcc to all of Mayor and Council with the answer to ensure everyone is working with the same information.

Public/ Staff Communication:

- With the upgrade to our new [website](#) each department got a specific email address for communication with the public.
 1. To the right of each department page is [contact us](#) information including both an email address and telephone number.
 2. Council can also forward inquiries from citizens to the appropriate department for department response as needed.
 3. These emails go to more than one individual to ensure they are responded to in a timely manner (usually within 24-48 business hours if not sooner).
- City Council also has two forms of contact list on the website for the body
 1. [City Council Contact form](#)
 2. [City Council Public Testimony Form](#)
 3. [Elected official emails](#) are also listed on the website for direct correspondence

Social Media

The City has official pages on the following platforms:

- Facebook
- Nextdoor



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- Instagram

Only certain staff are authorized to push out official information on these channels and represent the City in an official capacity. Council, Committees or personal staff accounts do not represent the views of the City.

FISCAL IMPACTS

None

SUGGESTED ACTIONS, MOTIONS, AND/OR OPTIONS

None

REFERENCES & ATTACHMENTS

None



Council Study Session

Date: August 19, 2024

Agenda Item	Strategic Planning Initiative Presentation
From	Sabrina Cotta
Contact	sabrina.cotta@ashland.or.us

SUMMARY

Strategic Planning is a systematic process by which a community anticipates and plans for its future. Strategic Plans:

- Define goals and priorities
- Allocate resources
- Address Challenges
- Promote Coordination
- Enhance Quality of life

Currently, the City of Ashland has several studies underway that would provide information for a large strategic planning process recommended to occur in BN 2026-2027. Staff requests that City Council consider and anticipate a request for the development of a strategic plan be added to the workplan for the next biennium as well as a budget request to fund the process.

POLICIES, PLANS & GOALS SUPPORTED

Excellence in governance and City services.

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

BACKGROUND AND ADDITIONAL INFORMATION

A strategic plan helps City's decide where energy (staff time) and resources (budget) go. The benefits of a city-wide strategic plan are the following:

- Clear guidance on the goals of the governing body and community to the City Manager and staff.
- Communication device.
- Helps with prioritization of work in the organization give limited financial resources.
- Assist in decision making by both staff and elected officials.

The strategic plan serves as an accountability tool for city staff and provides a framework for staff to achieve the goals and priorities of the governing body. A strategic plan will provide the framework in which progress on goals and strategies can be reported on leading to increased accountability. This serves as a transparency and communication tool for both the City Council as well as the public. A strategic plan will help the community and City Council priorities staff and financial resources.

The strategic plan provides the justification for budget allocation and programmatic requests. A strategic plan serves as a communication tool around the vision to residents about the agreed upon vision of the community and what the City hopes to achieve, as well as communicates to staff why they do what they do and why resources are made available for some things and not others.

Most fiscal resources are directed toward mandated and direct services in the community. Strategic plans can provide guidance on discretionary funding initiatives around policy goals. Strategic plans can also help city council navigate contentious issues as well as refocus energy on broad goals over the long term.

The City is currently developing or already has many existing plans that can inform a strategic plan to include: Comprehensive plan, CEAP, EOA, CIP, Housing Production Strategy, Utility Master Plans, and Transportation System plan. Staff is currently working of financial projections for the City which would be included in this planning process.





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The timeline for the development of a strategic plan is an estimated six to ten months. The initial investment of time and money will result in a strategic plan dictating the goals and strategies for a set period of time (commonly between four to ten years). The plan will need to be updated and adjusted periodically, which will require additional investment moving forward if the City Council continues to find value in the City have a Strategic Plan. Strategic Plan Examples:

- [Strategic Plan / Strategic Doing | City of Colorado Springs](#)
- [Pueblo West Metropolitan District 2020-25 Strategic Plan | Pueblo West, CO](#)
- [Lake-County-Strategic-Plan-2023 \(lakecountyil.gov\)](#)

FISCAL IMPACTS

It is recommended that an RFP for consulting services be utilized to bring experienced consultants on board to help with the process. It is recommended the Council consider budgeting \$40,000 - \$60,000 for the project to include consultants and resources for public outreach tools and events.

SUGGESTED ACTIONS, MOTIONS, AND/OR OPTIONS

Direct staff to bring forth a funding recommendation in the BN2026-2027 budget process.

REFERENCES & ATTACHMENTS

None