City Council Goals and Priorities

2019-2021 Biennium

Goal 1: Develop current and long-term budgetary resilience

- ➢ Continue to improve the budget process: transparency, rigor, innovation, community involvement, and collaboration

- ➢ Evaluate revenue streams

Goal 2: Analyze City departments/programs to gain efficiencies, reduce costs and improve services

- ➢ Develop a new (revised) strategic and marketing business plan, with goals, objectives and performance measures for AFN

- ➢ Develop a space needs and asset management plan, evaluate real property and facility assets

- ➢ Develop a timeline to review and update the Comprehensive Plan

- ➢ Continue to make Community Development more user-friendly

- ➢ Evaluate the Code Compliance program

- ➢ Implement a cost recovery plan and analysis for each department that coincides with the annual review of fees and charges and revenues

- ➢ Examine the City's grant programs to ensure that their processes and outcomes align with council goals

- ➢ Evaluate and communicate street program timelines and funding security

- ➢ Examine community service alternatives within the Municipal Court program

Goal 3: Enhance and improve transparency & communication

- ➢ Develop a robust program to engage with Ashland citizens about City priorities and our progress on those priorities, public input opportunities and processes, how individual citizens can help meet City goals, budgeting and decision-making processes, etc.

- ➢ Strengthen partnerships with local organizations around our value services so we can effectively assist with community-wide challenges by leveraging the assets of the City and the knowledge of local people in creating shared solutions.

Essential Services

Essential services are the fundamental services provided by the City of Ashland without which Ashland would no longer function as a community. The process of allocating City of Ashland resources will ensure that these services meet the needs of Ashland residents. Essential services include:

Utilities and Infrastructure

- Electric System
- Wastewater System (sewer)
- Street Repair and Maintenance
- Drinking Water System
- Stormwater System

Public Safety
- Fire
- Police
- Municipal Court

Community Development
- Planning & Building Inspections/Plan Review
- Parks Maintenance

Value Services

The City of Ashland currently partners with other local organizations to provide value services, which strengthen the community by helping to address specific challenges. The City of Ashland will continue to leverage its resources to develop and/or enhance the value services listed below. Note that all value services listed below are important. This list represents the priority Council is placing on these value services as the 2019-2021 biennial budget is prepared, given the progress that has been made to date to address them and the urgency with which they need to be addressed.

Tier 1: Higher Priority
- Emergency Preparedness
- Address Climate Change

Tier 2: Moderate Priority
- Reduce Wildfire and Smoke Risk
- Economic Development
- Housing Needs
- Multi-Modal Transportation
- Homeless Services
- All-Age Friendly Community

Tier 3: Lower Priority
- Acquisition of New Parks
- Downtown Parking
- Water Conservation