



City Manager's Report

2.4.2025

CITY MANAGER'S OFFICE:

- The **February 2025 City Newsletter** is available at ashlandoregon.gov/CityNewsletters.
- View the [Mayor's State of the City Address](#) on our Town Hall page.
- The [Economic Analysis Survey](#) for Ashland and Medford is available through February 23, 2025. The survey will assist Ashland and Medford in analyzing and forecasting economic growth over the next 20 years. This will help ensure that both cities have enough developable land to attract and support businesses and jobs today, as well as into the future.
- Watch for two **City Corner articles in Ashland.News**:
 - *Stocking and Managing Emergency Food* by Mayor Tonya Graham
 - *2024 City Department Accomplishments* by City Manager Sabrina Cotta --- More at the end of this report and at ashlandoregon.gov/Accomplishments.

COMMUNITY DEVELOPMENT:

- On January 15, the Jackson County Commission held a public hearing and approved the **City of Ashland map correction application**, which the City Council approved by ordinance on October 15, 2024. This approval **corrects an error in the Urban Growth Boundary (UGB) for properties located at 375 and 475 East Nevada St and will align the City of Ashland's UGB with the boundary shown on Jackson County's map.**
- The [RFP for the 2025 Community Development Block Grant program has been released](#). The deadline to respond is February 14, 2025.
- [RFPs for the Affordable Housing Trust Funds](#) are now being accepted through February 21, 2025.

FINANCE:

- Finance is now in their **new location at 2245 Ashland St.** In-person customer service hours are available on Mondays and Fridays, from 9 a.m. to 1 p.m.
- The **USDA legal department is reviewing the final documents for the RESP (Rural Energy Savings Program).**
- Departmental work commences for the **development of Biennium 2025-2027 Budget.**
- The current **Citizens Budget Committee members are...** Linda Peterson Adams, Shane Hunter, Kristin Roy, James Fredericks, Michael Murray, Ariana Spiegler and Meg Wade.
- Finance and Public Works are proceeding with the **EPA financing of the Water Treatment Plan** after the passage of Measure 15-234.

FIRE:

- The region will have **two helicopters (Nighthawks) stationed here, one in Medford and one at the Ashland Airport this fire season.**

HUMAN RESOURCES:

- Community Development is in the process **of hiring a new planner** to fill the vacant position.



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INNOVATION & TECHNOLOGY (DoIT or Department of Innovation & Technology):

- AFN (Ashland Fiber Network) continues to build out and **expand the customer base in the PON (Passive Optical Network) Pilot Project area.**
- AFN will **be providing gigabit service within the next two weeks at the end of Will Dodge Way**, the fifth block in the downtown corridor to receive this service.
- The **GIS management team were invited/sponsored to attend the CIO Summit hosted by ESRI**, our GIS mapping software. Mariane Berry, Chad Sabotka and Lea Richards will attend the two-day conference in March, in California.

PARKS & RECREATION:

- The **Parks, Recreation, Open space & Seniors Plan (PROS) is a strategic plan** that will direct the department's trajectory for the next decade. The plan will develop levels of service goals for parkland, recreation and senior services. The plan relies on public input to prioritize the operations and development of the Ashland Parks & Recreation department. There will be several opportunities to engage in the process. [Participate in Public Survey #1](#) – Last day to complete the survey is March 15, 2025.

PUBLIC WORKS:

- Work continues on the **renovation of the Community Center and Pioneer Hall.**

WHAT'S COMING UP?

- Join expert birding volunteers for **Project FeederWatch** at North Mountain Park on alternate Saturdays this winter through March 15.
- **Intergenerational Discussion** on February 13, 1:30-2:30 p.m. at the Ashland Senior Center. This free program will include a short film and conversation with Professor Toyokawa on the importance of relationships throughout life. Register by calling the Parks & Recreation Department, Senior Services Division at 541.488.5342.
- The **Ashland Rotary Centennial Ice Rink** will be open until February 17. Come on out and enjoy this wintertime treat while it lasts... View the schedule before heading out, ashlandoregon.gov/IceRink.
- ALL IN! **All Abilities Gaming Social** on February 21, 5:30 to 7 p.m. This free event is in partnership with and supported by the Autism Society Oregon and Bridging Communities.
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Details for City events can be found at ashlandoregon.gov.

ACCOMPLISHMENTS for 2024

BETTER TOGETHER MOMENTS



How **YOUR** City of Ashland has served residents in 2024



The **2024 City of Ashland Accomplishments** highlight numerous advancements and initiatives across various departments. Here's a summary* of the key achievements:

AFN (Ashland Fiber Network)

- Expanded fiber optic infrastructure and reached a new customer milestone of 4,264.
- Processed over 1,600 connections and disconnections.

Communications & Outreach

- Launched a new website with increased traffic and expanded social media presence.
- Awarded over \$255K for beautification and events and provided childcare subsidies supporting 38 children.

Community Development

- Issued over 1,100 building permits and processed numerous land use applications.
- Major projects included new affordable housing, the Midtown Urban Lofts, and Ashland High School renovations.
- Advanced planning for future developments, including affordable housing and new parks.

Conservation

- Supported sustainability with initiatives like electric vehicles, solar installations, and energy efficiency loans.
- Helped Ashland residents install 171 energy-saving measures, including heat pumps and insulation.



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Electric

- Assisted Springfield with mutual aid and responded to numerous outage calls.
- Successfully passed safety inspections and completed a Master Plan.

Finance & IT

- Streamlined financial processes, reducing manual work and increasing efficiency.
- Enhanced network security, launched new ticketing systems, and improved business continuity with upgraded software.

Fire & Rescue

- Responded to over 5,900 calls, including 1,000 fire-related incidents.
- Focused on wildfire prevention through thinning and controlled burns.
- Provided over 90 assists to Mercy Flights.

Housing & Social Services

- Awarded \$350,000 in Affordable Housing Trust Funds for projects supporting affordable housing and homelessness prevention.
- Provided \$134,000 to local non-profits for essential social services.

Human Resources

- Onboarded 43 new employees and kept turnover at 8%.
- Launched a compensation and classification study, with updates to city policies.

Municipal Court

- Appointed a new judge and implemented an online records system.
- Managed over 1,900 cases, including 324 warrant resolutions.

Parks & Recreation

- Cleaned 37,960 restrooms and held over 250 programs.
- Secured grants for park improvements, including a \$1M grant for East Main Park.
- Hosted expanded community events such as Summer Sounds concerts and the Bear Creek Salmon Festival.

Police

- Managed nearly 25,000 calls for service and investigated over 2,500 cases.
- Transitioned to a paperless system, saving significant costs.
- Hired 7 new officers and reinstated the School Resource Officer program.
- Expanded officer wellness programs and opened a second satellite office.

Public Works

- Improved Ashland Street with bike lanes and pedestrian safety features.
- Completed the Wastewater Treatment Plant Outfall Relocation and UV system upgrades.
- Started major rehabilitation projects for the Community Center and Pioneer Hall, expected to reopen in 2025.
- Completed improvements to Briscoe School and Hosler Dam assessments.



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These accomplishments reflect the City's continued commitment to improving infrastructure, public safety, sustainability and community well-being. **"We are Better Together!"**

*A complete list of achievements for 2024 can be found at ashlandoregon.gov/Accomplishments.