



CITY MANAGER'S OFFICE:

- Preparation for the **Better Prepared Wildfire Workshop Series** is underway. The City is collaborating with **Ashland.news**, **Ashland Together** and the **Ashland Climate Collaborative** to bring this important series to the citizens of Ashland. The theme is, **"Take action to be Better Prepared!"** Registration is open for these free events:
 - **Wildfire Preparedness**, April 21, at Carpenter Hall (hosted by City of Ashland)
 - **Ashland Wildfire Protection Plan Open House**, May 4, at The Grove (hosted by City of Ashland)
 - **Protect Your Home & Yard**, virtual Event on May 14 (hosted by Ashland.news)
 - **Evacuation Planning & Practice** at the Historic Ashland Armory, July 16 (hosted by Ashland.news)**Complete information on the series and other supporting events/programs at ashlandoregon.gov/BetterPreparedSeries.**
- **The City is partnering with Recology Ashland to bring residents two free events that are aimed at cleaning the city, making it more fire resilient.** Both events will be from 10 a.m. to 3 p.m. at the Valley View Transfer Station, 3000 N Valley View Rd:
 - **May 4 is Green Debris Day** – Be Firewise and remove flammable green debris from around your home, then bring it to Recology for composting!
 - **May 18 is Spring Clean Day** – Clear out clutter from around your home with this special disposal, recycling and donation event (Goodwill will be onsite to accept donated items)
 - Also, mark your calendar for the **[Household Hazardous Waste Event](#)** on May 3 at Rogue Disposal & Recycling Transfer Station in White CityInformation at recology.com/recology-ashland or contact Recology at customerservice103@recology.com, or 541.482.1471.
- **Office Hours at City Hall:**
 - **Councilor Jeff Dahle** – 3rd Monday of each month from 2 to 3:30 p.m.
 - **Councilor Bob Kaplan** – 1st Monday of each month from 1 to 2:30 p.m.
 - **Councilor Gina DuQuenne** – 1st Thursday of each month from Noon to 1:30 p.m.
 - **City Manager Sabrina Cotta** – Thursday each week from 8:30 to 10 a.m.
Office hours exclude holidays.
- The **April 2025 City Newsletter** will be available by Monday, March 31 at ashlandoregon.gov/CityNewsletters.
- **Website analytics** for the City of Ashland for February 23 through March 24, 2025:
 - Top 3 pageviews...
 - City Home Page – 9,091 views | 5,180 users
 - Utility Customer Service – 3,340 views | 1,770 users
 - Parks & Recreation – 1,061 views | 910 users



City Manager's Report

COMMUNITY DEVELOPMENT:

- Issued the Certificate of Occupancy for the 70-unit multifamily housing project on Garfield St in Ashland.

ELECTRIC:

- The **Electric Utility has once again received national recognition for achieving exceptional electric reliability in 2024**. The recognition comes from the American Public Power Association (APPA), a trade group that represents more than 2,000 not-for-profit, community-owned electric utilities. The service availability index was 99.9956% for 2024. What this number means:
 - This load-based index represents the percentage availability of electric service to customers within the period analyzed. It is calculated by dividing the total hours in which service is available to customers by the total hours that service is demanded by the customers. For example, an ASAI (Average Service Availability Index) of 99.99% means that electric service was available for 99.99% of the time during the given period. Note that the higher your ASAI value, the better the performance. More at ashlandoregon.gov/Electric.
- The **Electric Rate Study** is moving forward.

FIRE:

Marshall Rasor is currently serving as the Interim Fire Chief. With 26 years of experience in the fire service, the last 22 years have been with the City of Ashland, where he began his career as a Firefighter/Paramedic. Over the past 3.5 years, Marshall served as Chief of Operations, and prior to that, he was Battalion Chief of B Shift. He also dedicated 10 years as the president of the union association. In 2024, Marshall achieved the NFPA (National Fire Protection Association) Fire Officer IV Certification. Additionally, he played a key role in the development and implementation of the current EMS (Emergency Medical Services) Single Role Program.



Marshall Rasor



City Manager's Report

- Fire & Rescue have the following employment opportunities: **Single Role EMT (Emergency Medical Technician), Single Role Paramedic, Firefighter/Paramedic** – Apply at governmentjobs.com/careers/ashlandor. The deadline to apply is April 4.
- **Get Ready for Fire Season: Know Your Responsibilities – Help Keep Ashland Safe!** The **Weed Abatement Program** begins in May, and it's crucial to reduce fire risks in our community. Cutting grass and weeds and removing flammable plants and debris near your home can greatly improve the chances of your property surviving wildfire. Ensure your property is safe by cutting grass and brush to a height of four (4) inches or less and removing invasive vegetation such as blackberry, thistles, broom and ivy. Timely weed abatement helps protect your home and the surrounding community. **If you see overgrown vegetation in your neighborhood, report it through SeeClickFix under "Weed Abatement Concern."** For more details on requirements, visit ashlandoregon.gov/WeedAbatement. Take Action today—help make Ashland safer for everyone!

HUMAN RESOURCES:

- The **Comp and Class Study** is in the last phase with a review of all job descriptions.

PARKS & RECREATION:

- The Parks' Open Space & Trails crew is taking advantage of the cool wet weather to **burn slash piles in and around town**, making us safer before the heat of summer!
- The first **PROS (Parks, Recreation, Open Space and Senior Services) 10-year strategic plan community survey closed on March 15** – There were 721 respondents. **The PROS kickoff meeting will be April 8**, at the Ashland Senior Center from 5 to 7:30 p.m. Parks & Recreation staff are currently scheduling focus groups and neighborhood meetings to capture as much citizen input as possible.

POLICE:

- Police Sergeant Leonard will be mentoring a new police sergeant from Eagle Point Police Department.

PUBLIC WORKS:

- **Slurry seal preparation is starting for the Streets Division** to be completed this spring and summer. Staff are coordinating with Recology Ashland and RVT (Rogue Valley Transportation District).
- **Finalizing the 2- and 6-year CIP (Capital Improvement Projects) Plan and estimated debt service for the next two (2) years** to bring it forward to Council in April.



City Manager's Report

WHAT'S COMING UP?

- **SHOW ME THE MONEY – April 2 through May 21**
If you are over the age of 50, register for the City's OLLI course, **Show Me the Money: Finances of Local Government**, to learn about the City of Ashland's fund structure, revenue streams, major expenses and what the City can and cannot spend money on. Register at sou.edu/olli, starting March 17. Classes will take place via Zoom on Wednesdays, from 1 to 2 p.m., **beginning April 2 and ending May 21, 2025**. For those who can't attend, video recordings will be posted on the City website.
- **ROGUE VALLEY BIKE SWAP—April 26, Noon to 2:30 p.m.**
The **33rd annual Rogue Valley Bike Swap** will be at The Grove, 1195 E Main St., Ashland. *Admission to the swap is free!* **Buy, sell or donate** a bike, parts or accessories at this festive event. Register your bike with the Ashland Police Department, learn about bike events and advocacy efforts in your community, and engage in a youth bike rodeo at 12:30 p.m. *A portion of each sale will go to fund youth bike education programs in local public schools.* **For details on selling, donating, volunteering and more, visit RVTD.org/bikeswap.**
- **Sparking Action – [A Community Gathering at ScienceWorks!](#)** to Celebrate Our Forests and Community Wildfire Preparedness, Mother's Day Weekend, Saturday, **May 10 from 10 a.m. to 4 p.m.**
- **DIY Air Filter Classes offered this spring!**
 - **ScienceWorks! clean air and disaster preparedness workshop.** We will have fun activities for kids and families are encouraged to attend with their little ones as well as adults of all ages. Please [register ahead](#) for Saturday, May 10 from 2 to 3 p.m.
 - **Ashland Senior Center cleaner air class.** Please call 541-488-5382 to register. Space is limited! Monday, **May 19 from 1 to 2 p.m.**
- **Did you know that May is Wildfire Awareness Month?** It's a great time to review your [emergency preparedness](#) plan. Be sure to:
 - Know your evacuation zones and levels
 - Have a go-bag packed
 - Sign up for emergency alerts (The emergency alert system for Ashland has been renamed JACKSON ALERTS. [Here's what you need to know.](#))
- **Coffee & Conversation –** Connect with City elected officials and staff! These gatherings are informal with no agenda, simply a chance to get acquainted, ask questions and have a cup of coffee on us!
 - **May 13, 1:30 to 3 p.m., at Oak Knoll Golf Course**
 - **June 17, 1 to 2:30 p.m., at Railroad Park**
 - **July 16, 11:30 a.m. to 1 p.m., at Garfield Park**
 - **August 12, 5 to 6:30 p.m., at Hunter Park**
 - **September 10, 3:30 to 5 p.m., at Enders Shelter in Lithia Park**
 - **October 14, 1 to 2:30 p.m. at the North Mountain Park Pavilion**



City Manager's Report

- **Ashland Preservation Historic Week**

- **May 13, 1 to 3:30 p.m., Walk Ashland Railroad History Tour with Peter Finkle** – Meet at the Golden Connection Sculpture in the Railroad District at A St & 7th, for a tour filled with information on buildings and landmarks, and the colorful characters who worked and played there.
- **May 14, 2 to 4 p.m., Meet the Ghosts!** – Banter with Ashland's favorite celebrity Ghosts as they wander about the Ashland Cemetery telling stories of their lives as founding families of Ashland. The Ashland Cemetery is on E Main St behind Safeway.
- **May 15, 3 to 5 p.m., Photo Contest of Ashland's Historic District** – Do you have an eye for photography? Join us on the Ashland Plaza where we will display the entries to our Historic District Photo Contest, where anyone can vote! If you would like your work to be included in the contest, send your photos to ashlandhistory2025@gmail.com by May 6 for consideration. The requirements are that you photograph a home or landmark within one of the four Historic Districts of Ashland. We are excited to see the City through your lens!
- **May 17, 2 to 4 p.m., Annual Historic Preservation Awards** – Join us as we present our Annual Historic Preservation Awards, which recognizes the best of new construction and compatible remodels within Ashland's Historic Districts. We will also announce our Photo Contest Winners!