PROS Plan : Community Values Meeting

Public Meeting #2

Parks, Recreation, Open space, & Senior services Plan (PROS)
September 17, 2025

Better Together

Welcome!

This is our 2nd public meeting on the PROS Plan. We will be focusing on Community Values & Service Level goals tonight.

We appreciate your participation and patience as we develop the PROS Plan!!!

Agenda

- Review the planning objectives and process
- Review a summary of the Community input to date
- Review the draft service level goals
- Question and Answer Session
- Discuss Next Steps

Please Hold Questions to the end

PROS PLAN PROCESS

PROS Plan

(Parks, Recreation, Open space, and Senior services Plan)

Project Phases & Timeline

Initiation	Existing Conditions	Kick-Off Meeting	Interim Meeting	Draft Master Plan	Plan Adoption
Project Plan - Objectives - Mission, Vision, & Mandates	**Community Survey** **Demographics** **Focus Groups** **Assessments** - Parks - Facilities - Programs - Resources	**Needs Assessment** **Level of Service Analysis**	**Resources Survey** **Community Values** **Capacity** **Resources Analysis**	**Long-range Vision** - Capital Facilities Plan **Implementation Strategy** **Public Review & Comment**	**Park Commission**
Winter 2025		Spring 2025		Fall 2025	

PROS Plan

Process:

- Information Collection
- Resource Analysis
- Capacity Evaluation

Goals:

- **Strategic Goals**
  - Objectives
  - Actions
- **Service Level Goals**
  - Measurable Outcomes

Department Workplan(s)

Budget(s)

Department Activities

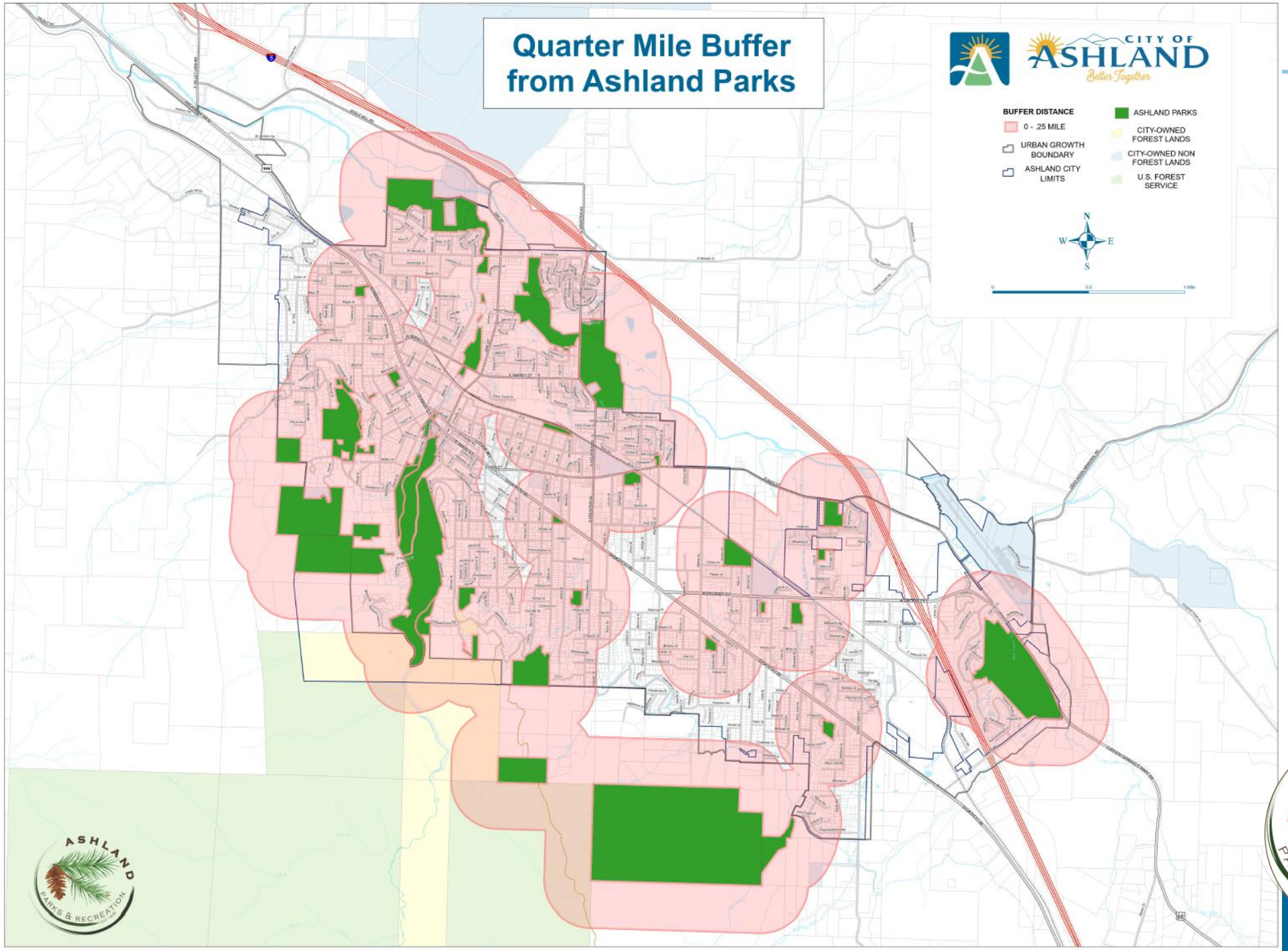
- Programs
- Services
- Projects
- Operations

Covers 10 years

Completed every 2 years

Ongoing

Quarter Mile Buffer from Ashland Parks



DEMOGRAPHICS

Demographics Snapshot

Populations and People
Total Population
21,360
P1 | *2020 Decennial Census*

Education
Bachelor's Degree or Higher
65.0%
S1501 | *2023 American Community Survey 5-Year Estimates*

Housing
Total Housing Units
10,966
H1 | *2020 Decennial Census*

Families and Living Arrangements
Total Households
10,264
DP02 | *2023 American Community Survey 5-Year Estimates*

Income and Poverty
Median Household Income
$71,782
S1901 | *2023 American Community Survey 5-Year Estimates*

Employment
Employment Rate
54.7%
DP03 | *2023 American Community Survey 5-Year Estimates*

Health
Without Health Care Coverage
5.8%
S2701 | *2023 American Community Survey 5-Year Estimates*

Race and Ethnicity
Hispanic or Latino (of any race)
1,616
P9 | *2020 Decennial Census*

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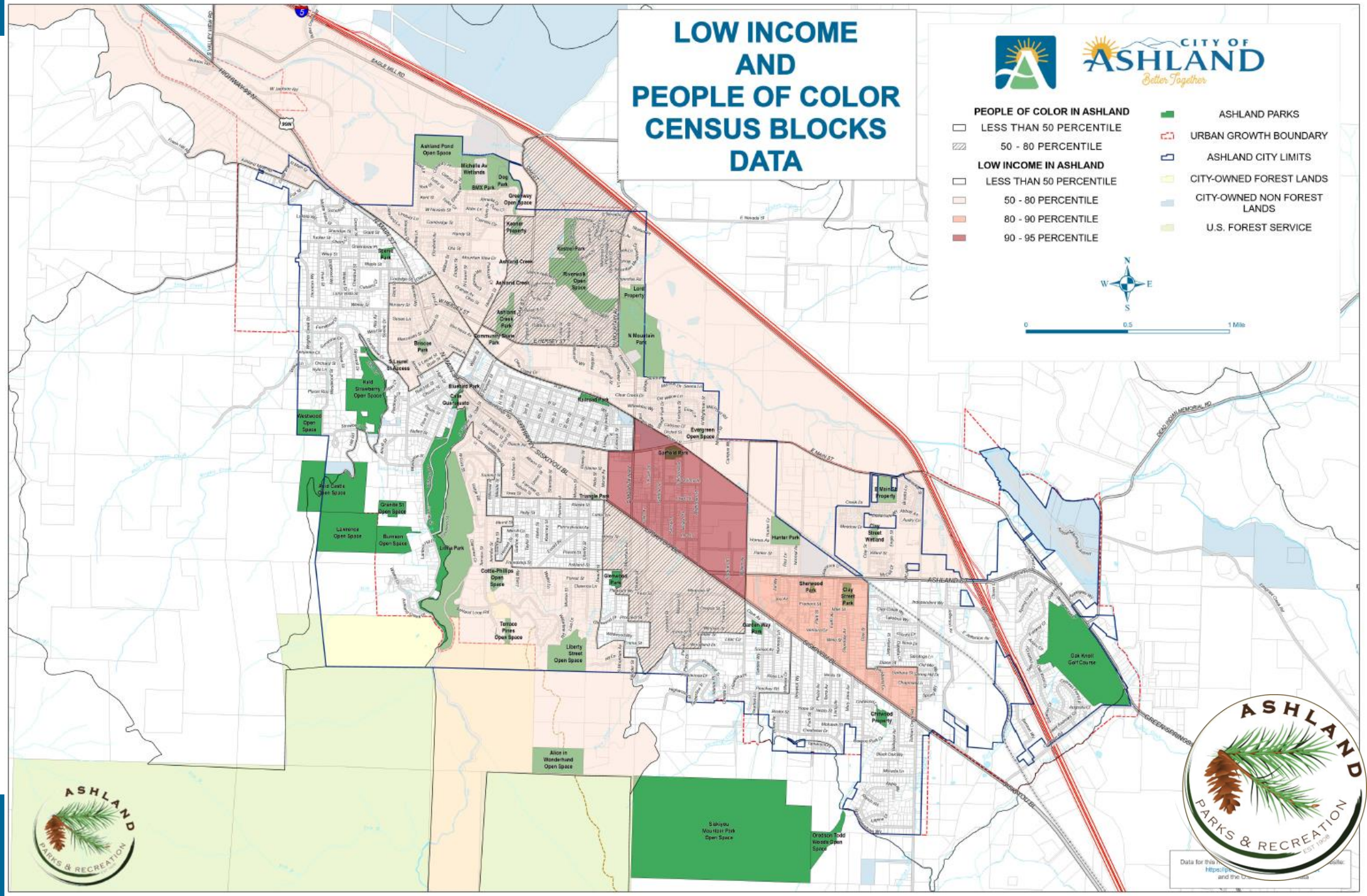
ASHLAND PARKS & RECREATION

DEMOGRAPHICS

LOW INCOME AND PEOPLE OF COLOR CENSUS BLOCKS DATA



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DEMOGRAPHICS

Populations and People

Age and Sex

48.2 ± 2.9
Median Age in Ashland city, Oregon

40.5 ± 0.2
Median Age in Oregon

Older Population

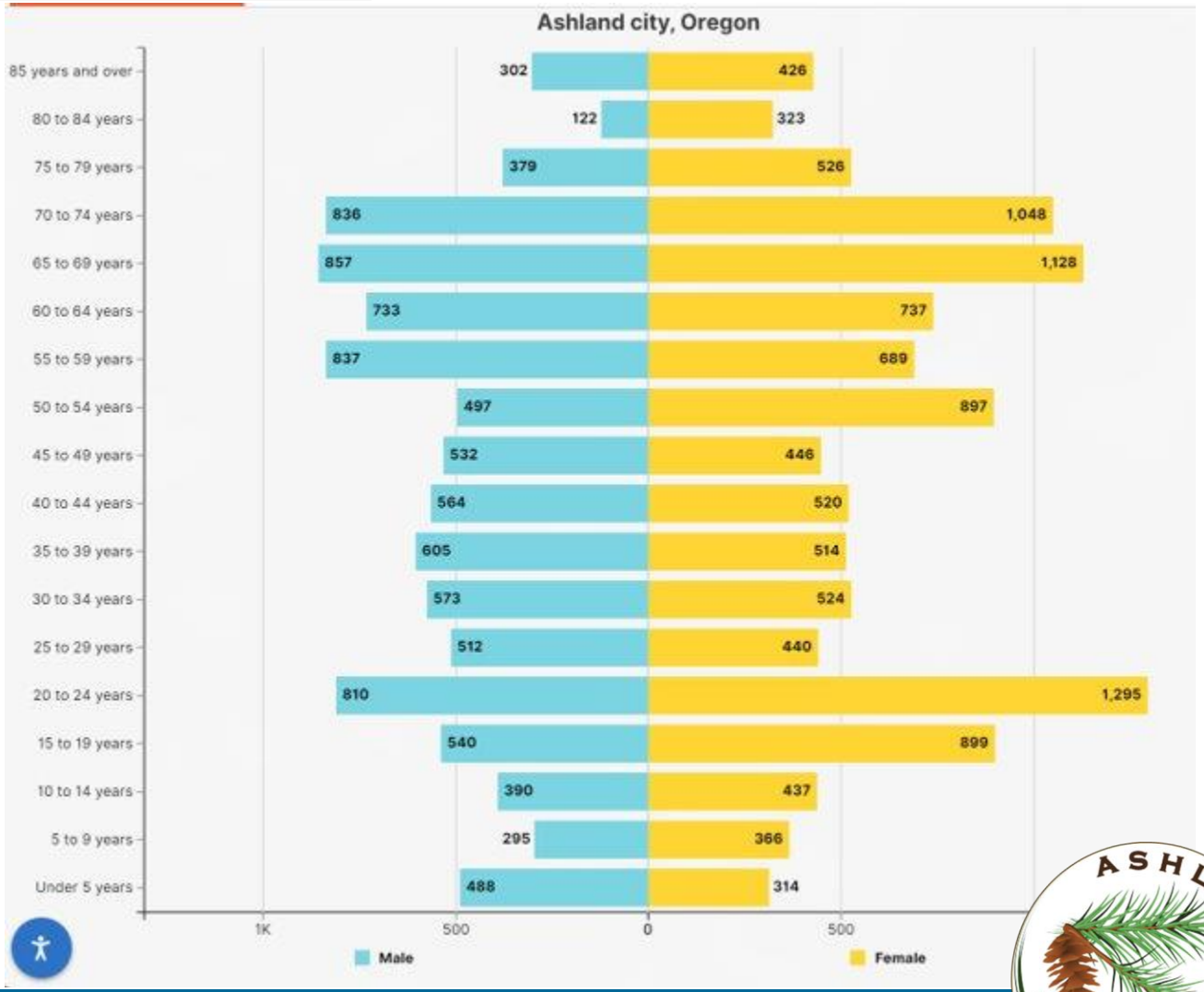
27.8% ± 2.2%
65 Years and Older in Ashland city, Oregon

19.3% ± 0.1%
65 Years and Older in Oregon

Poverty

17.9% ± 3.1%
Poverty, All people in Ashland city, Oregon

12.1% ± 0.4%
Poverty, All people in Oregon



DEMOGRAPHICS

Populations and People

Youth (Under 18 years) – **17.5%**

Adult (19 to 50 years) – **34.3%**

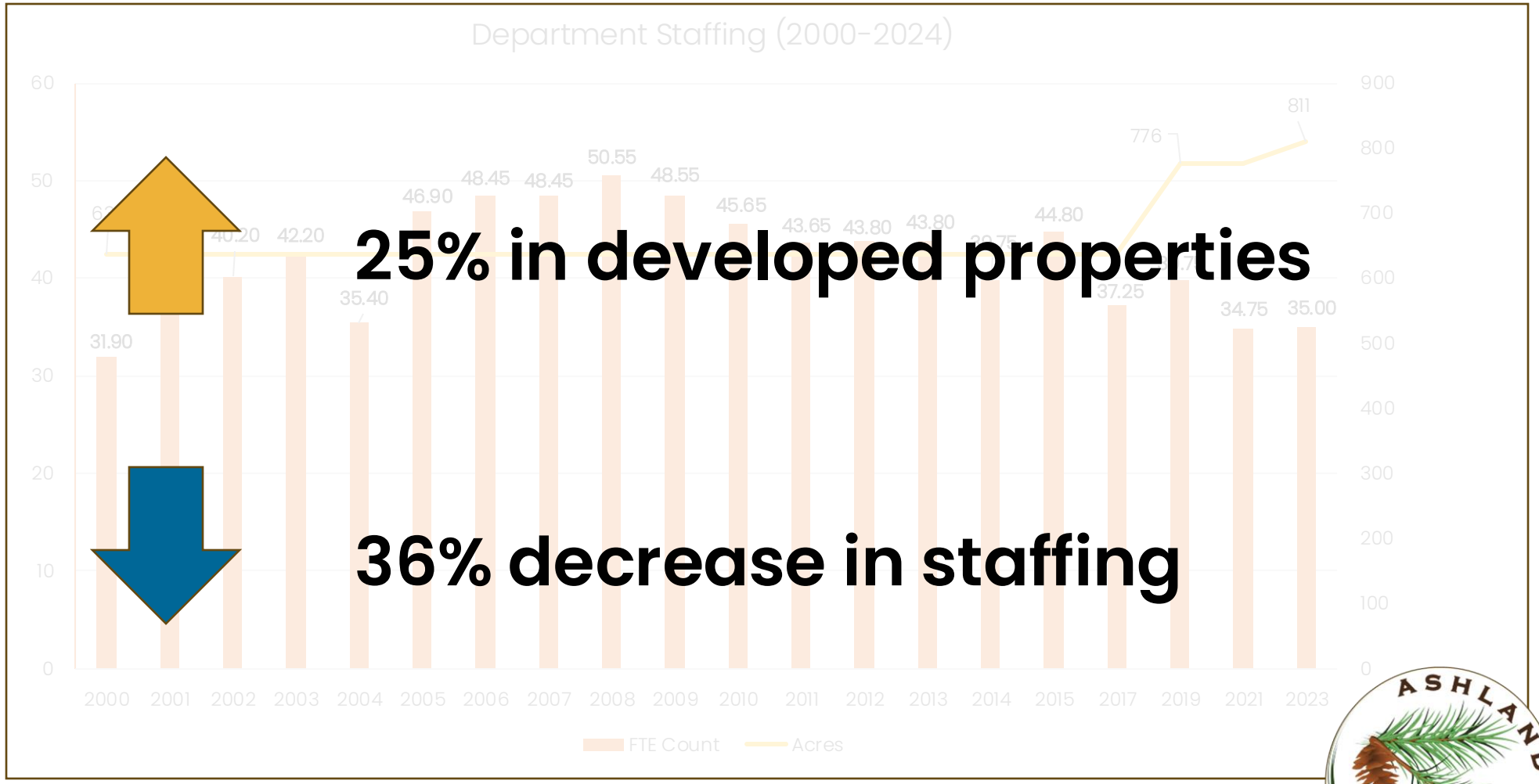
Older Adult (over 50 years) – **48.2%**

Park Operations: Capacity

Park Staffing History

Park Operations: Capacity

Park Staffing History



25% in developed properties

36% decrease in staffing

Maintenance Management Plan

Plan Completion:

Repeat the process for every task at every property to develop a total number of hours to complete **routine maintenance**

About 300 rows of tasks to review per property x 36 properties = 10,800 tasks to review
10,800 potential tasks x 12 months = 129,600 data points

Park Operations: Capacity

Maintenance Management Plan:
Current Resources vs Need

FTE Hours	**45,760**
Contractor Hours (approx.)	**1,500**
Seasonal Hours	**10,500**
Volunteer Hours	**12,000**
Total Hours Used	**69,760**

33%

50%

MMP Total Hours	**139,343**

Community Survey

- 84% have a park within a 10-minute walk from their home
- 84% use our parks and programs more than weekly
- 63% drive to a park or program
- 91% walk on our trails & 43% cycle on our trails
- 65% have participated in a recreation program/event in the last year

Community Survey

- **Top 3 Park Amenities desired**
  - Natural Areas
  - Natural/Soft surface trails
  - Water views and vistas

Community Survey

- **Satisfaction with current condition of specific park**

Highest Ranked	Lowest Ranked
• Lithia Park • Siskiyou Mountain/Oredson-Todd Woods • North Mountain Park	• Oak Knoll Golf Course • Skate Park • Triangle Park

Community Survey

- **Top Priorities (from list in question)**

Highest Priority	Lowest Priority
• Clean and Well-Maintained Facilities • Natural/dirt walking trails • Free-of-charge recreation opportunities	• Separate areas for older adults to be with others their ages • Free wifi • Picnic areas and shelters for large groups

Community Survey

- **Do you Agree with the following?**

Need more Tennis Courts	Need more Pickleball Courts	Need new Pool
Disagree – 44.57%	**Disagree – 38.57%**	**Agree – 48.11%**
Agree – 17.02%	Agree – 32.08%	Disagree – 21.22%
N/A – 38.24%	N/A – 29.35%	N/A – 30.67%

Focus Groups

- South Ashland Neighborhoods
- Central Ashland Neighborhoods
- North Ashland Neighborhoods
- Youth & Families
- Livability & Economic Development
- Trails
- Natural Resources
- Recreation
- Senior Services

Community Values Survey

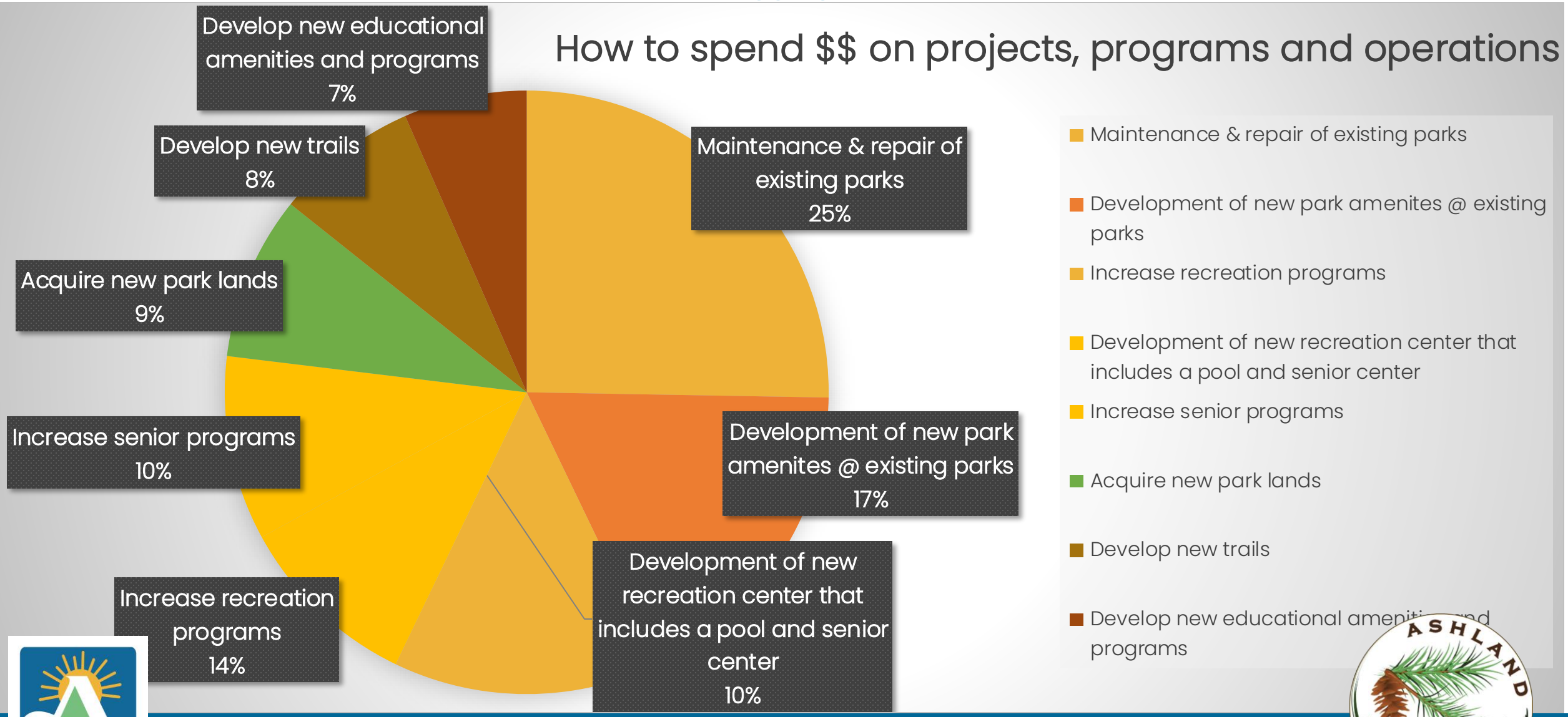
- **Priorities Ranked**

Highest Ranked	Lowest Ranked
• Maintain existing parks and facilities • Meet recreational needs of community • Operate youth recreation programs	• Operate the golf course • Invest in equipment, etc. that reduces fossil fuel use • Operate Ice-skating rink

Community Values Survey

- **How you would spend $100 on park project and operations**

How to spend $$ on projects, programs and operations



Community Values Survey

- **Funding Tools Supported Ranked**

Highest Ranked	Lowest Ranked
• Transient Lodging Tax Increase • General Fund • Food & Beverage reauthorization	• Parking Fee • Special District • Park Levy

Community Values Survey

- **Which is a higher priority?**

Limited use of pesticides (74%)	Reduced programming or reduced maintenance of parks (26%)
Sport Fields (54%)	Pickleball (46%)
Youth Recreation Programs (71%)	Senior Recreation Programs (29%)
Trails (59%)	Pickleball (41%)
Pool (70%)	Dog Park (30%)
Youth Recreation Programs (76%)	Adult Recreation Programs (24%)

Community Values Survey

- **Which is a higher priority?**

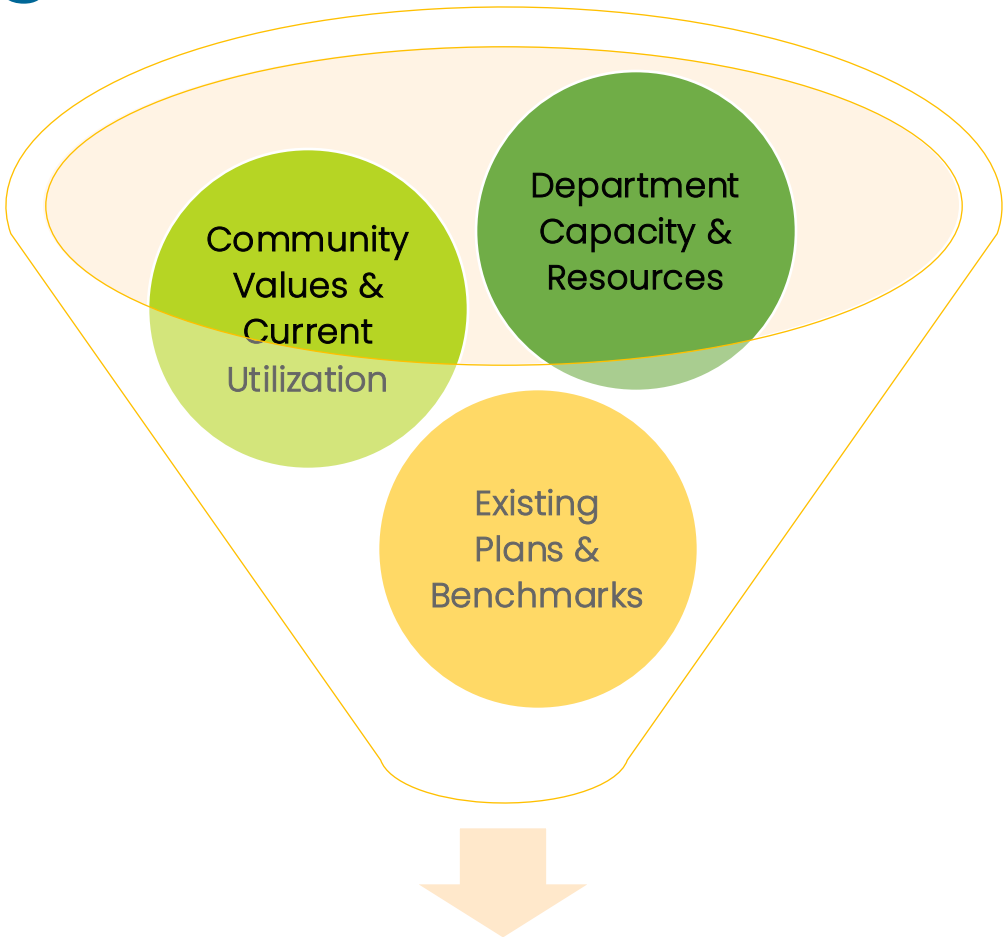
No reduction in recreation programs (61%)	No use of pesticides (39%)
Youth Sports (78%)	Adult Sports (22%)
Maintaining Parks (87%)	Pool (13%)
Trails (81%)	Golf Course (19%)
Pool (53%)	Pickleball (47%)
Trails (72%)	Pool (28%)
Low cost, high use programs and parks (95%)	High cost, low use programs and parks (5%)

GOAL(S) DEVELOPMENT

Purpose: Develop goals that provide measurable outcomes & provide strategic direction

Why?: This allows the department to report **how we are doing** at achieving goals and **ensure** work is in **alignment** with strategic direction

Developing Goals



Types of Goals

Strategic Goals

Service Level Goals

PROS Plan Goals

SERVICE LEVEL GOALS

- A methodology used to determine adequacy of parklands, facilities, and services
  - Generally, a ratio of element to 1,000 residents.
  - Allows a provider to assess needs and expectations.
  - Allows system to be compared to other providers in the region, state, or nationally (benchmarking).

- It provides a measurable outcome for APRD

PROS Plan

Ashland Parks and Recreation Department will establish a strategic plan that will set objective goals to meet the recreational and senior service needs of the community.

Service Level Goals

Three categories of Service Levels will be established:

Parklands

Park types

Park Facilities

Developed elements at a park

Programming

Programs & Events

Parklands

Each park classification has a service level measured in acres per 1,000 residents. The following park classifications have been identified as representative of APRD parks:

Regional

Lithia Park

Community

North Mountain Park

Neighborhood

Garden Way Park

Pocket

Triangle Park

Trails

Wonder

Nature Park

Siskiyou Mountain

Special Use

Service Level

Parklands *Draft* Service Level Goal

	Current number of Acres	Service Level Goal (# of acres)	Purpose
Park Type			
Pocket Park	4.4	4.4	
Neighborhood Park	23.3	23.3	
Community Park	210.6	**230.6**	20 acres to meet youth sport field needs
Regional Park	100.5	100.5	
Nature Park/Open Space	472.4	**500.0**	28 acres to provide for trail connectivity
Special Use Park	0.0	0.0	
Actual Acres	**811**	**859**	**Proposed Acres**
Current Service Level (acres per 1,000)	**38**		
Draft Service Level (acres per 1,000)	**40**		

Service Level

Trails *Draft* Service Level Goal

	Current number of Miles	Service Level Goal (# of miles)	Purpose
Trails			
Trails, Pathways, and Bikeways	56	64	Create 8 miles for trail connections & improve trail diversity
Actual Miles	**56**	**64**	**Proposed Miles**
Current Service Level (acres per 1,000)	**2.6**		
Draft Service Level (acres per 1,000)	**3.0**		

Park Facilities

Acreage alone does not assure a well-balanced park system. Sites should be designed and developed to have a balance of facilities by classification type.

Baseball Fields	Lacrosse Fields	Volleyball Courts	Skateboard Parks	Pickleball Courts	APRD facility with SCORP Benchmark
Softball Fields	Equestrian Facilities	Tennis Courts	Off-leash dog areas	Bocce Ball	No APRD facility, but SCORP Benchmark
Basketball Courts	Football Fields	Picnic Shelters	Nature Centers		APRD facility with no SCORP Benchmark
Soccer Fields	Outdoor Swimming Pools	Day-use Picnic Tables	Amphitheaters		
Golf Courses	Beach areas for swimming	Playgrounds	Disc Golf Courses		

Service Level

Park Facilities *Draft* Service Level

Facility	Facility	Purpose
Sport Fields	2 additional fields	To meet youth sport needs
Courts	4 additional pickleball courts 1 additional basketball court	To meet identified need
Shelters & Picnic Tables	2 shelters 30 picnic tables	To meet identified need
All other park facilities are recommended to stay at current level		

Programming

Programming has a service level measured in programs per 1,000 residents. The following programming categories have been identified as representative of APRD parks:

Youth

18 years and under

- STEM
- Arts
- Nature
- Friends
- Sports
- Fitness

Adults

Over 18 years

- Friends
- Referrals
- Nature
- Seniors
- Arts
- Fitness

Golf, Pool, Ice Rink, Rentals, etc.

Number of participants (annually)

Programming

*No existing benchmark for programming service levels. We benchmarked programming levels in **14** Oregon communities of similar size (population or parks programming) and in the Rogue Valley.*

Albany	Klamath Falls	Roseburg	**Average # of Programs** (2024)	**Ashland #** (2024)
Corvallis	McMinnville	West Linn	**115**	**215**
Forest Grove	Medford	Wilsonville	**Average Service Level** (2024)	**Ashland #** (2024)
Grants Pass	Oregon City	Woodburn	**3.5**	**10.1**
Lincoln City	Redmond			

Service Level

Programming *Draft* Service Level Goal

Program	# of Programs & Events (2024)	# of Participants (2024)	Goal	Purpose
Programs & Events	215		256	Improve programming for youth
Rounds of Golf & Range Balls		21,749	30,000	Consistent with 5 yr average
Ice Rink Admissions		20,907	25,000	Consistent with 5 yr average
Pool Admissions		7,193	10,000	Consistent with 5 yr average
Current Service Level (programs per 1,000)	**10**			
Draft Service Level (programs per 1,000)	**12**			

Question & Answer Ground Rules

- One person speaks at a time (avoid side conversations)
- No cross-talk
- Let everyone participate
- Bring issues to the table
- Listen with an open mind

PROS PLAN

Next Steps:

- Early 2026
  - Draft PROS Plan
    - 30-day comment period
  - PROS Plan Adoption
  - Implementation