



PROS Plan Public Meeting #2 – Community Values

Date: September 17th, 2025 | 5:30pm – 6:45pm

Location: Senior Center, 1699 Homes Ave, Ashland OR

The department presented a brief presentation that reviewed the work completed and information gathered to date. An overview of the strategic goals and service level goals was presented, with a review of draft service level goals. Staff opened the meeting to questions. The following is a summary of the questions asked:

Maintenance Management Plan

- A resident asked if East Main Park (6.5 acres) is included in the maintenance management plan.
 - Answer: Yes, it is included.

Pickleball Facilities – Expansion and Needs

- Several residents emphasized the need for additional pickleball courts, citing regional comparisons (Springfield, Bend, etc.) that have invested in expansion.
 - Argument: *“If we build them, people will come.”*
 - Tournaments could generate revenue for the City and Parks Department.
 - A strong call for the will and desire to move forward.
- One resident noted that a 50% increase is not sufficient and suggested a target of 16 total courts to meet growing demand.
 - Highlighted youth participation (ages 6–17) and the sport’s integration into schools.
 - Urged Ashland to be a *trendsetter*.
- Another resident stressed that existing courts need immediate repair to address hazards.

Safety Concerns

- AED Request:



- A community member (whom was a first responder in another state) described being present when a player died from a heart attack.
- Requested installation of an AED at the pickleball courts, noting:
 - Many players are older.
 - Current first aid kit is outdated.
 - AED theft is statistically rare (<1%).
 - Life-saving potential outweighs risks.
- Additional safety issues raised:
 - Broken sidewalks and ditches leading to falls.
 - Exposed metal box edges posing injury risk.

Cost Recovery and Partnerships

- A community member highlighted ongoing concerns about cost recovery and the difficulty of understanding where funds are allocated.
 - Suggested better tracking systems and more transparency.
 - Advocated for a stronger partnership with the Pickleball Club, which could pursue grants and fundraising.
- Parks response:
 - Work is underway to improve cost recovery tracking to understand how much each park facility costs.
 - The PROS Plan will help identify and reduce barriers.
 - Existing efforts to build relationships would be strengthened by the club's nonprofit status which the pickleball club is working on.

Growth, Planning, and Service Levels

- Questions raised about how growth projections are benchmarked.
 - Response: As population grows, service needs increase.
 - Resident counterpoint: Growth only happens if the city invests.
 - Parks response: Service levels are being defined through planning to determine needs.
- Analogy shared: Pickleball is at the same stage as mountain biking 30 years ago, when advocates pushed for more trail access.
 - Parks acknowledged: progress will not be as fast as some desire but planning and balance across community needs are essential.



Community Support & Acknowledgment

- Another Community Member recognized Parks staff for their efforts despite limited resources.
 - Noted heavy court usage and conflicts due to crowding.
 - Was grateful that the pickleball community is included in the PROS Plan process.
 - Reiterated that forming a 501(c)(3) would strengthen partnerships.
- Other residents acknowledged:
 - The Parks Department's challenges under Measures 5 & 50 funding compression.
 - Declining budgets and staffing compared to 10–20 years ago.
 - Respect and appreciation for Parks staff managing under these constraints.
 - Recognition that funding remains a central challenge.

Fundraising & Tournament Discussion

- A community member pledged that the pickleball community is committed to fundraising and personal contributions for more courts.
- Residents requested support for hosting a pickleball tournament at Hunter Park.
 - Parks response:
 - Pickleball tournaments can occur at Hunter Tennis Courts, with a special use permit
 - There was conflicts last year, which limited court availability.
 - The courts would have to be temporarily created (tape).

Broader Impacts & Requests

- Pickleball is seen as a driver for community growth, potentially attracting new residents.
- Calls for a public dashboard to provide transparent updates on goals, project management, and PROS Plan progress.
 - Parks response: exploring task management software.
- Residents want to see pickleball developed as a youth sport.
 - Example: An Ashland High School graduate was recently recruited to



play professional pickleball in Florida.

Closing Sentiments

- Multiple residents voiced support for Parks leadership and staff.
- Calls for patience with planning balanced by strong advocacy for immediate improvements.
- General consensus: The pickleball community is energetic, organized, and willing to partner in funding, planning, and development.